EPTEMBER 20, 1954

TECHNOLOGY DEPARTMENT

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BROADCASTING TELECASTING

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IN THIS ISSUE:

23RD year

Buy WHO and get Iowa's METROPOLITAN AREAS, PLUS the Remainder of Iowa!

Iowa has six Metropolitan Areas which, all combined, do 32.8% of the State's Retail Sales, as shown at the right.

Quite a number of radio stations can give you high Hoopers, etc., in ONE Metropolitan Area. *WHO gives you high coverage in virtually ALL the State's Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!*

RETAIL SALES PERCENTAGES

5.4%	Cedar Rapids
4.2%	Tri-Cities
11.4%	Des Moines
2.9%	Dubuque
4.6%	Sioux City
4.3%	Waterloo
32.8%	TOTAL METRO. AREAS
67.2%	REMAINDER OF STATE
100.0%	

(1954 Consumer Markets figures)

At 9 a.m., WHO gives you 74,526 Actual Listening Homes for only $47.50 (15.7 LISTENING HOMES per PENNY!)

According to the authoritative 1953 Iowa Radio-Television Audience Survey, 74,526 homes *all over Iowa* are actually tuned to WHO at 9 a.m., every average weekday. Figuring time costs at our 1-minute, 26-time rate, WHO gives you 15.7 *actual listening homes, per penny!*

That's the result of ALL-STATE programming, ALL-STATE Public Service, ALL-STATE *thinking,* here at WHO.

Ask Free & Peters for all details!

FREE & PETERS, INC., National Representatives

BUY ALL of IOWA— *Plus* "Iowa Plus"—with

WHO

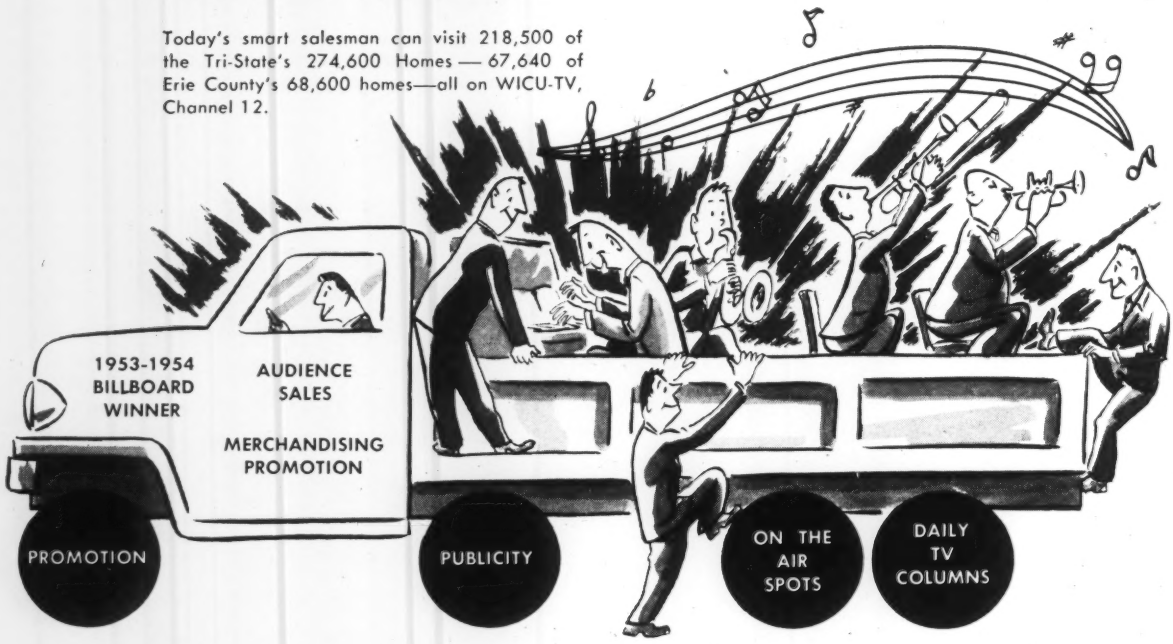
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

. . . CLIMB ON WICU's BAND WAGON

Today's smart salesman can visit 218,500 of the Tri-State's 274,600 Homes — 67,640 of Erie County's 68,600 homes—all on WICU-TV, Channel 12.



A Smooth Ride on Four Solid Wheels

What Harmony! Erie's famed WICU-TV works with the 125-year old Erie Dispatch. There is an average of eight newspaper advertisements promoting WICU programs daily, plus a newspaper column on television subjects, plus a big 10-page WICU-Television Section every Sunday. And—to sell our audiences, our sponsors, their TV stars and their excellent products, WICU-TV averages more than 27 on-the-air promotional announcements every day of the year!

• • •

WICU-TV ERIE, PA. ABC • NBC • DUMONT

Radio Station WIKK, 5,000 watts
now affiliated with NBC

• RADIO
• TV
• NEWSPAPER

EDWARD LAMB Enterprises INC.

HOME OFFICE—500 EDWARD LAMB BLDG., TOLEDO, OHIO WASHINGTON OFFICE 1177 NATIONAL PRESS BLDG.

WICU-TV—Erie, Pa.
Edward Petry & Co., Inc.

WIKK-AM—Erie, Pa.
Edward Petry & Co., Inc.

WTOD—Toledo, Ohio
Forjoe

WHOO—Orlando, Florida
Forjoe

WMAC-TV—Massillon, Ohio
Edward Petry & Co., Inc.

The Erie Dispatch—Erie, Pa.
Reynolds-Fitzgerald

TERRIFIC!

. . . Telepulse Report for the Wilkes-Barre-Scranton TV Market

Reveals *that WBRE-TV has* 15 of the Top 15 Night-time Shows!

Reveals *that WBRE-TV has* 34 of the Top 40 Night-time Shows!

Reveals *that WBRE-TV* During 140 quarter hour periods, from 6 to 11 pm, Monday through Sunday leads in 117 periods!

Reveals *that WBRE-TV* During 44 daily daytime quarter hour periods leads in 32 periods!

Audience . . . ! Audience . . . ! Audience! . . . that's what you get when you buy WBRE-TV in the Wilkes-Barre-Scranton, Pennsylvania market.

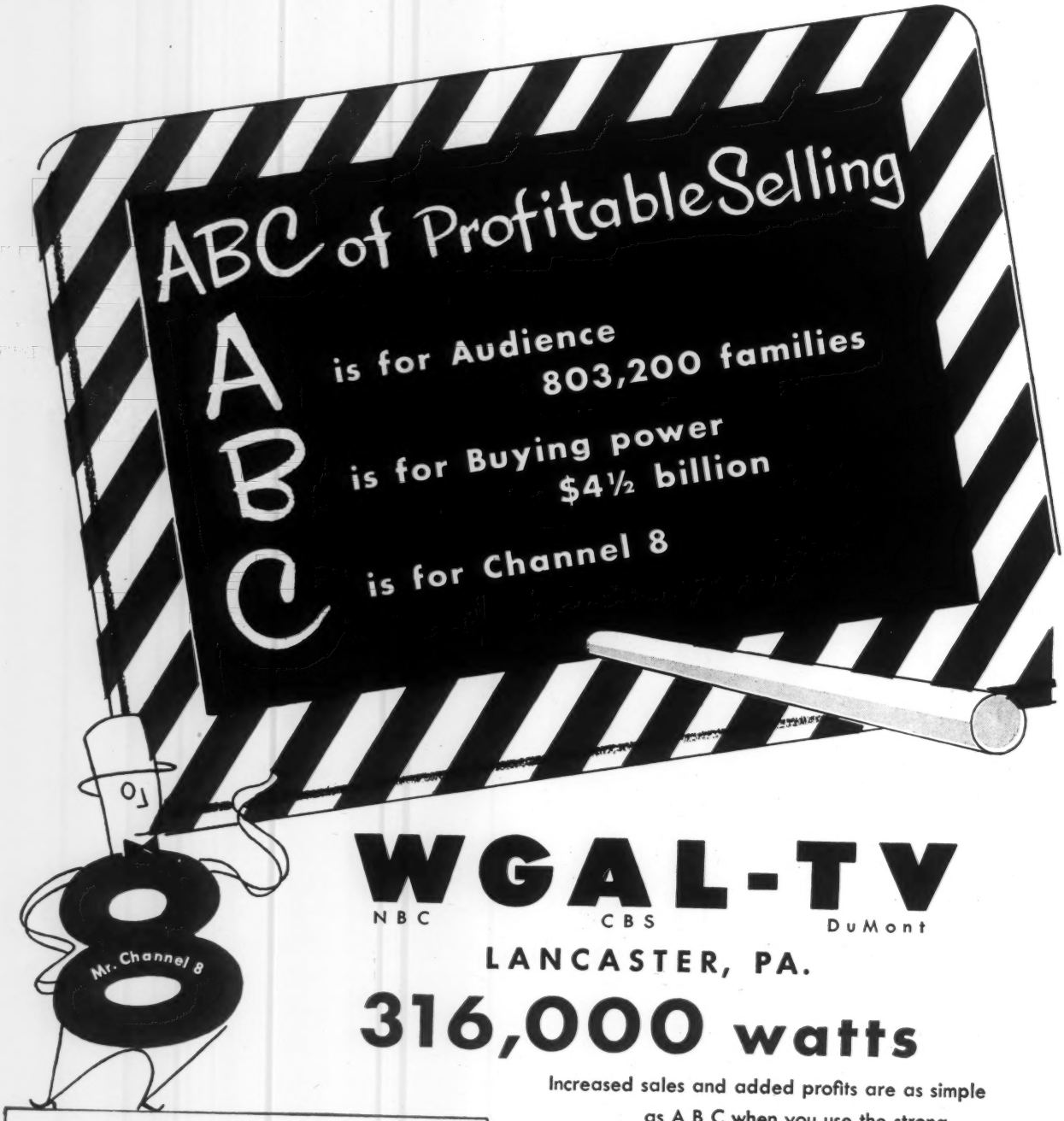
The revealing facts of the current Telepulse Report proves what WBRE-TV has been saying about its Colossal Coverage . . . its Stupendous Set Count . . . its Superior Quality Picture . . . its full line-up of N. B. C. shows . . . its highly-rated local shows . . . plus engineering know-how . . . and now first in COLOR-TV in N. E. Pennsylvania.

SET COUNT SEPTEMBER 1, 171,000

WBRE-TV Ch. 28 Wilkes-Barre, Pa.

NBC National Representative The Headley-Reed Co.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.


ABC of Profitable Selling
A is for Audience 803,200 families
B is for Buying power $4½ billion
C is for Channel 8
Mr. Channel 8

WGAL-TV

NBC CBS DuMont

LANCASTER, PA.

316,000 watts

Increased sales and added profits are as simple as A B C when you use the strong, clear voice of Mr. Channel 8 to tell your story to almost three million people with a yearly buying income of $4½ billion.

Channel 8-Land

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Westminster	Martinsburg
Chambersburg	Hagerstown	Pottsville
Frederick	Sunbury	Lewisburg
Waynesboro	Lewistown	Shamokin

STEINMAN STATION
Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York Los Angeles Chicago San Francisco

closed circuit

HIGH ON agenda of Bricker Senate Investigating Committee will be what to do about intermixture of uhf and vhf in same markets. Most experts agree that this was big mistake of final tv allocations report but problem is how to unscramble intermixture eggs at this late date.

★ ★ ★

COMR. ROBERT E. LEE, who has been uncorking hot topics in recent talks, expected to open up new can of worms in scheduled speech before NARTB 4th District meeting this week at Virginia Beach. He'll continue in his free competitive enterprise vein and will blast those who espouse subsidies for loser stations, pointing out that government cannot guarantee financial success to applicants. New area, however, will be pitchmen, exaggerated advertising claims and what broadcasters are doing to police themselves. He may sound warning that legislation may be ahead if excesses are not curbed voluntarily.

★ ★ ★

DESPITE intermittent reports of affiliate opposition, Mutual assures that its plan to add half-hour "multi-message" participations program in daytime (Mon.-Fri., 10:30-11 a.m.) has been given approval by at least 85% of its stations and will be launched Oct. 4 as scheduled. One affiliation cancellation (WRAL Raleigh) has been received and is attributed to number of reasons, but MBS officials deny reports that up to half-dozen other defections impend.

★ ★ ★

BASIC affiliation contract signed Friday by ABC-TV with KTLJ (TV) Houston, ch. 13, which has Nov. 13 target date. John T. Jones, president and publisher of *Houston Chronicle*, signed for outlet with Lee Jahncke, ABC vice president and assistant to president.

WITH APPROVAL by FCC Friday of new tv multiple ownership rule (five vhf's and two uhf's per entity) speculation arose as to what uhf markets would be sought by each of networks and by other multiple owners. Rule, however, does not become effective for 30 days, or until Oct. 22. (Story page 7).

★ ★ ★

"AT LEAST" two other radio networks may subscribe soon to A. C. Nielsen's new reports on national car radio listening and in-home audience data on network programs. CBS Radio was first to sign for "first such regular reports in the broadcasting industry," to be issued early in 1955, on long-term basis.

★ ★ ★

WITHIN MONTH, Senate Subcommittee on Juvenile Delinquency, headed by Sen. Hendrickson (R-N. J.), will resume hearings and proposes particularly to look into tv and whether "thousands of letters" on crime and horror programs received by committee have any basis of fact. It's expected that activities of Television Code Review Board will be surveyed. In addition to Chairman Hendrickson, committee members are Langer (R-N.D.), Hennings (D-Mo.) and Kefauver (D-Tenn.) Chief counsel is Herbert Beaser, who reportedly has staff monitoring programs preparatory to hearing.

★ ★ ★

DEMOCRATIC leaders turning handsprings over victory of Edmund S. Muskie for governor in Maine elections. They see in it harbinger of victory in November elections and control of both houses of Congress. Democratic control of Senate would place Warren G. Magnuson, of Washington, in chairmanship of Senate Interstate and Foreign Commerce Committee. It's openly predicted that one of his first actions would be to kill Bricker investigation of communications. But Republicans discount notion that any change in Congress control is imminent.

★ ★ ★

IF THERE's been any clarification of political broadcast rules as result of FCC report, it wasn't apparent at last week's NARTB district meetings in mid-Atlantic area. Speaking privately after off-record discussions, many radio-tv managers felt they would have to figure out some sort of fair-play policy of their own.

★ ★ ★

PLAN OF Comr. George E. Sterling to return to Washington last Monday to close out his affairs preparatory to his retirement Sept. 30 [B•T, Sept. 13] blocked by tail-end of Hurricane Edna which struck hard at Maine Coast where Commissioner has his home. Mr. Sterling returns to Washington this Thursday but, having submitted his resignation to President Eisenhower, does not plan to participate in FCC actions prior to his month-end retirement.

★ ★ ★

ALTHOUGH NARTB backers of new million-dollar plan to measure tv circulation conceived project originally as tv-only, they now feel it may also apply to aural radio. Report due within month on field-testing of Cawl formula to show tv circulation and viewing. Home and telephone interview technique of Cawl plan now being checked against findings from 125 meters placed in tv receivers.

★ ★ ★

CC ITEM last week on Edgar Kobak's answer to Brig. Gen. David Sarnoff on network radio (see page 55 this issue) erred in stating Mr. Kobak serves without compensation as president of Advertising Research Foundation. He does receive remuneration, but maintains his own offices removed from ARF headquarters.

the week in brief

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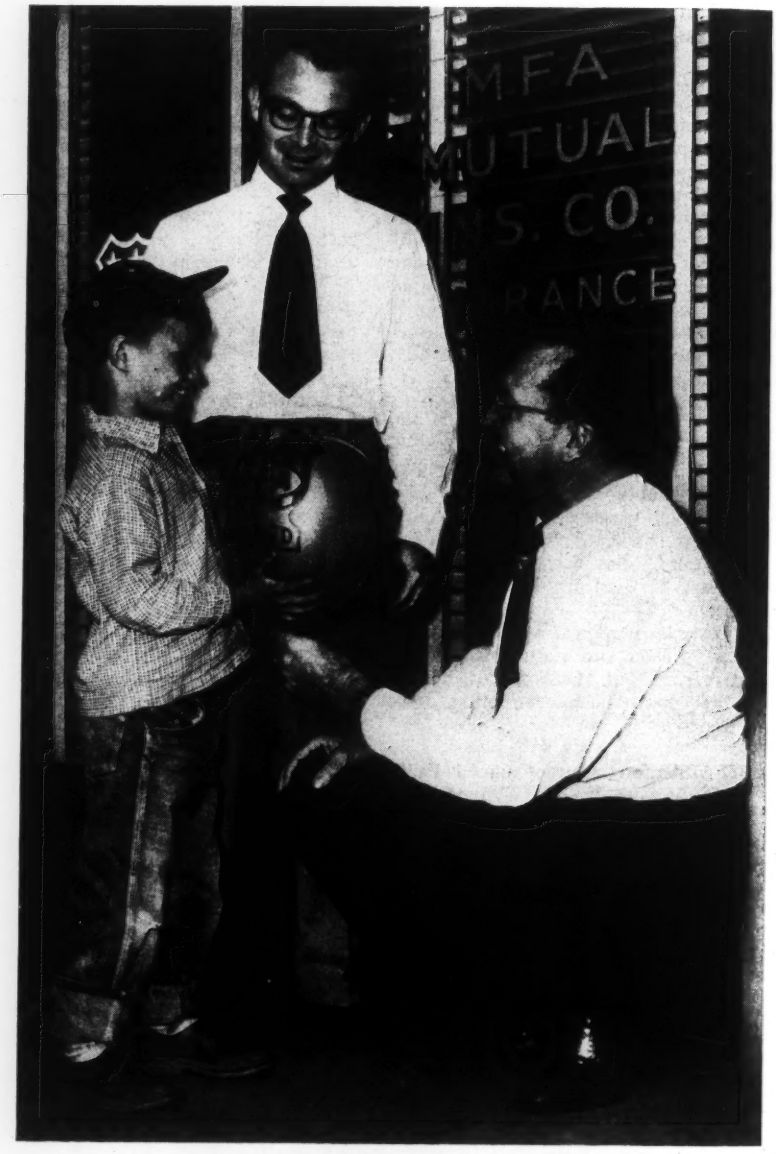
KTHS
can even sell
INSURANCE
in Arkansas!

WHEN you buy time on KTHS—the only 50,000-watt station in Arkansas—you naturally expect real results—even if you are selling such difficult "products" as auto and fire insurance. Hence we're proud of this quote from W. Judd Wyatt, Advertising Director of the MFA Mutual Insurance Company, proving that KTHS delivers—*and then some!*

> **"During our first year with KTHS and Bill Neel's noontime news, the volume of MFA Mutual's new business increased 195%! An expanded agency force contributed to this increased volume, but a large share of the credit is justifiably deserved by KTHS and Bill Neel."**

KTHS delivers primary daytime coverage of more than a million people—interference-free daytime coverage of more than 3¼ million people!

Ask your Branham man for all the KTHS facts.



KTHS newscaster, Bill Neel, chats with Carrol Fenton, a young fan, while W. Judd Wyatt, MFA Mutual Insurance Company Advertising Director, looks on.

50,000 Watts CBS Radio

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

B. G. Robertson, General Manager

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

at deadline

FCC BOOSTS TV OWNERSHIP LIMITS: SEVEN ALLOWED, FIVE VHF, TWO UHF

SECOND MOVE in FCC's activity to help uhf television came Friday when Commission amended multiple ownership rule (effective Oct. 22) to permit ownership of five vhf and two uhf stations by single entity. Vote was four to one, with Comr. Frieda B. Hennock dissenting. Comrs. George E. Sterling and Robert T. Bartley did not participate.

In amending previous limitation of maximum five to one person or company, FCC said it was convinced move would help in "rapid and effective development" of uhf band.

Plight of uhf is most serious in larger pre-freeze markets, now heavily saturated with vhf receivers, Commission said. It is in those markets, FCC said, that uhf needs prestige, capital and know-how of networks and other multiple owners.

"We are persuaded," Commission said, "that the entry of these multiple owners into such key markets will furnish a substantial impetus to uhf."

Commission pointed out that it was departing in no way from its policy regarding undue concentration by permitting ownership of seven tv stations by same person. This is same as in am and fm. Also, it said:

"The multiple ownership of broadcast stations does play an important role in our nation-wide broadcast system. The ownership of broadcast stations in major markets by the networks, for example, is an important element of network broadcasting. Our nation-wide system of broadcasting as we know it today requires that some multiple ownership of broadcast stations be permitted. We have always recognized these needs and have by rule permitted multiple ownership of broadcast stations in the light of such (and other and competing) considerations. Here too it is our view that the greater good which will flow from the proposed rule offsets the disadvantage resulting from permitting individual licensees to own a larger number of stations."

Comr. Hennock protested that additional ownership by multiple owners would not aid uhf. She held that revised rule permitted monopoly, and questioned wisdom of numerical limitation without taking into account locations and markets of singly-owned outlets. Comr. John C. Doerfer, in statement, agreed with majority, but said he thought rule should be reconsidered as it regards flat numbers maximum. Commission should have more flexibility by weighing all factors in case-by-case method, he said.

FCC's post-war multiple ownership consideration began in 1948, when it proposed weighting degree of ownership which would have permitted a single person to own up to 10 tv stations. This proposal hung fire for five years. In 1953, FCC came out with new proposal suggesting ownership of five vhf and two uhf tv outlets to single entities as aid to struggling uhf operators. Favorable comments were filed by ABC, CBS, DuMont, NBC, Storer Broadcasting Co. and Uhf Tv Assn., among others. Objections came from Sen. Edwin C. Johnson (D-Colo.), senior Democrat on Senate Commerce Committee; WSAY Rochester, N. Y., and others. Subject received general endorsement at Potter subcommittee hearing last spring. Friday's action, approving its 1953 proposal, came nine months after it was first proffered.

Entire concept of FCC's right to set numerical limits on group ownership of broadcast stations was attacked in U. S. Circuit Court by Storer last June [B•T, June 7]. Storer maintained Commission has no legal right to set up specified number of outlets permitted to be owned by a single person, but must carry out anti-monopoly law on case-by-case basis.

CBS RADIO RATE CUT SET FOR OCT. 3

LONG-IMPENDING rollback of national radio network evening time costs to approximate level of prime daytime charges is due to occur early October. CBS Radio is announcing today (Mon.) that its evening reductions, averaging about 20%, will become effective Oct. 3. NBC Radio and ABC Radio have made clear they will "keep competitive" by making comparable reductions at approximately same time CBS Radio's changes go into effect, and Mutual, while reported to have no present plan to cut charges, was said to be studying situation.

Oct. 3 effective date for CBS Radio's changes, plans for which were disclosed to and given approval by network's affiliates last spring [B•T, May 31, *et seq.*], are being announced by John Karol, vice president in charge of network sales. Reductions are accomplished by changes in discount structure and will vary from advertiser to advertiser, depending on particular schedules.

Gross dollar volume discounts being changed from annual to weekly basis, which Mr. Karol said conforms to general industry practice. On total day and night weekly gross volume up to $3,000, nighttime discount becomes 46% of night gross billing; $3,000 to $5,000, 47%; $5,000 to $12,000, 48%; $12,000 to $24,000, 49%; $24,000 to $34,000, 50%; $34,000 to $44,000, 51%; $44,000 to $54,000, 52%, and from $54,000 up, 53%. Lower scale of discounts applies on daytime gross billings in each bracket. Network's 52-consecutive-week discount will be retained but for evening time will be computed on basis of net billings rather than gross billings.

Asserting new structure will provide substantial nighttime savings to both year-round and seasonal or other short-term network radio users, bringing evening radio within reach of more advertisers and paving way for increase in network's total dollar volume, Mr. Karol said that "with this new schedule of nighttime charges, CBS Radio will continue to deliver highly effective advertising messages at a lower average cost-per-thousand than any of its broadcasting or print competitors."

Both NBC and ABC Radio have served notice they intend to follow suit on CBS Radio's cost reductions. William H. Fineshriber Jr., NBC vice president in charge of radio network, has said NBC "will match them dollar for dollar," also via nighttime discount changes rather than rate cut. ABC Radio, which similarly has had its plans in works for months, is expected to adopt single rate for day and evening periods instead of boosting nighttime discounts, and to make change effective in early October, possibly on Oct. 1, ahead of CBS Radio's. Mutual spokesmen say MBS has no present plan to reduce charges but is "studying its rate structure to make absolutely certain that it remains consistent with values delivered by its competitors."

• BUSINESS BRIEFLY

B&W GOES FOR RADIO • Brown & Williamson, Louisville, planning to use radio for two separate campaigns to run for 52 weeks, to promote Viceroy and Kool cigarettes. Viceroy schedule will start on Sept. 20 in some areas and Sept. 27 in others, using morning and evening spots in about 96 markets. Kool starts its newest radio schedule on Oct. 1 in 60 markets.

CO-SPONSORSHIP SET • Whitehall Pharmacal Co. (Anacin) will co-sponsor with The Toni Co. *Our Miss Brooks* which returns Sept. 26 to CBS Radio. Program shifts from Sunday 7:30-8 p.m. EST to same day, 8-8:30 p.m. EST. Whitehall Pharmacal agency: John F. Murray Adv., N. Y.; for Toni: Weiss & Geller, Chicago.

LORILLARD RENEWS • P. Lorillard Co., N. Y., renews NBC-TV's *Truth or Consequences* (Tues., 10-10:30 p.m. EST) for 52 weeks, starting Sept. 28. Agency: Lennen & Newell Inc., N. Y.

COLD CURES CAMPAIGN • Union Pharmacal Co., Montclair, N. J., using radio spot announcement campaign to start Oct. 11 and run through March, during cold season, for three of its products, Inhiston ABC (cold tablet), throat lozenges, and special packet which includes both products and sells for special price of 79 cents. Campaign will break in about 25 markets, is being placed by Grey Adv., N. Y.

KARO FOR THE WOMEN • Corn Products Co. (Karo syrup), N. Y., planning radio spot announcement campaign in women's participation shows starting early in October to run for 10 weeks in number of markets. C. L. Miller, N. Y., is agency.

LIPTON'S SOUP IN 25 • Lipton's Soup Mix, N. Y., effective Oct. 4 launching four-week spot schedule using minutes and station breaks, daytime, in 25 major radio markets. Young & Rubicam, N. Y., is agency.

SOLD OUT FORE-AND-AFT • Completion of sales of ABC-TV's two 10-minute *Pre-Game Huddle* and *Football Scoreboard* programs, respectively carried before and after network's 13-game NCAA telecasts, was announced Friday. R. J. Reynolds Tobacco Co. (for Camel, Winston cigarettes), through William Esty & Co., N. Y., will sponsor both pre- and post-game programs nationally; Carnation Co. (dairy products), through Erwin Wasey & Co., L. A., will pay tab for Pacific Coast coverage of *Pre-Game*, and Colgate-Palmolive Co. (for Instant Barber Shave), through Lennen & Newell, N. Y., will share national sponsorship with Reynolds of *Scoreboard*.

Something to sell ??

Evening Varieties

will sell it!

The familiar organ strains of "Time On My Hands" brings Jane Schroeder, lovely femmecee of ***Evening Varieties***, into each WSPD-TV home, sometimes with a bit of reminiscence and sometimes with a twinkling sparkle of anticipation.

The early evening program features Ralph Brunk at the organ, Cliff Johnson as vocalist, and professional entertainers, in various fields, as weekly guests.

Evening Varieties highlights a different theme each program. Sometimes Jane takes viewers to Florida; to a school prom; on a roast; to a circus; out West. Every guest is dressed to fit the theme and works in as part of it.

No matter the mood, hundreds of letters have proven Jane's ability to reach out, grasp her audience and make them part of her show.

Jane Schroeder

The Toledo-area billion dollar market is SOLD on ***Evening Varieties.*** For further information, call your nearest Katz office or ADams 3175 in Toledo.

WSPD RADIO TELEVISION TOLEDO, OHIO

Storer Broadcasting Company
TOM HARKER, NAT SALES DIR., 118 E. 57th STREET, NEW YORK

Represented Nationally by KATZ

at deadline

Opposing Counsel Clash In Lamb Renewal Hearing

CONFLICT between counsel in FCC renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., heightened Friday afternoon as counsel for Mr. Lamb began cross examination of Broadcast Bureau's initial witness, William G. Cummings, said to be ex-FBI plant in Toledo Communist Party. Case opened Wednesday before Examiner Herbert Sharfman (early story page 27).

Earlier in day, Broadcast Bureau attorney Walter R. Powell protested to examiner that Mr. Lamb, in audible aside during verbal fight among counsel, "called me a little rat."

Incident occurred during extensive argument over Mr. Powell's technique of making offers of proof as to what witness would have testified if he had been allowed to continue when stopped by examiner upon objection on grounds of hearsay or relevance. Examiner cautioned about further emotional outbursts.

J. Howard McGrath, attorney for Mr. Lamb, defended aside as natural indignation in view of counsel's technique of making offers of proof, charging play for press. He particularly attacked invitation on record by Mr. Powell for former party member, mentioned by witness and said to be in Canada, to return to U. S. and give testimony.

Mr. Cummings, who earlier testified he saw Mr. Lamb's name on "lists" used by party in solicitation of funds in mid-1940s, under cross examination could not recall name he personally used then while FBI plant. Lamb counsel began lengthy testing of memory in other areas.

In final hour of session, witness said "several other agencies" of government had approached him during past year and he admitted "subjects" they covered were similar in nature to those inquired by FCC. Asked if he was "professional witness," Mr. Cummings replied, "I wouldn't define it that way." He refused on security grounds to answer if he now is engaged by agency other than FCC "as consultant on subversive matters."

No Love in Bloom for Benny And Internal Revenue Dept.

IF U. S. government makes case stick, Jack Benny owes another $1 million in taxes on famed "capital gains" deal in which CBS got him from NBC in 1948. Issue is whether $2,260,000 CBS paid Mr. Benny for stock in Amusement Enterprises Inc. is subject to income taxes, as government now claims, or much lower capital gain taxes.

At opening of tax hearing in Los Angeles federal court last week, Taft Schreiber, MCA agent, testified Mr. Benny was not only asset of Amusement Enterprises. Other assets included Mary Livingston, Phil Harris, Eddie (Rochester) Anderson and Dennis Day, he said. Mr. Benny owned 60% of Amusement Enterprises.

WGMS Favored for Ch. 20

FCC ACTIONS FRIDAY:

Hearing examiner issued initial decision recommending grant of Washington's ch. 20 to WGMS that city. Action followed withdrawal of WEAM Arlington, Va. (Washington).

FCC issued final decision granting Fort Worth's ch. 11 to Texas State Network (KFJZ Fort Worth), with Comr. Frieda B. Hennock dissenting. GE equipment and 1,000-ft. antenna will be used. H-R Television Inc. is representative.

Petition by ch. 35 WTRI (TV) Schenectady, N. Y., to move to Albany, N. Y., held up by protest of ch. 41 WROW-TV Albany, granted following withdrawal of WROW-TV protest. Comr. Hennock dissented.

WEIGHTY LINEUP

ABC-TV Friday claimed "greatest tv station lineup ever amassed for any sport event"—150 stations cleared as of pregame time—in advance of its first telecast (Oklahoma vs. California) last Saturday of this season's NCAA slate. ABC-TV's researchers also estimated that telecast would be available to "upwards of 100 million persons in more than 30 million tv homes in the country."

Autry, Rogers Film Suit Goes Before Supreme Court

SUPREME COURT has been asked by Gene Autry and Roy Rogers to halt use on television of 138 old films that cowboy movie actors made for Republic Pictures Corp.

U. S. Circuit Court in San Francisco turned down injunction that Messrs. Autry and Rogers had filed against Republic, Republic Productions Inc. and Hollywood Television Service in which it was contended that contracts they made with movie studio prohibited telecasting films for commercial advertising purposes.

Mr. Autry's contract with Republic does not allow editing, so use of his films on tv is impractical.

23 Kw Uhf Transmitter Put on Market by GE

GE announced Friday inclusion of 23 kw transmitter in uhf line, with delivery promised in 150 days. Equipment, comprising three operating klystron tubes (two visual, one aural), is priced at $175,000, but is $130,000 if added to existing 1 kw uhf, or $85,000 if added to GE 12 kw transmitter. GE now has entire range of uhf transmitters—from 500 w driver, through 1 kw, 12 kw, 23 kw and 45 kw. Latter is due for delivery by end of year.

Coincidentally, GE has included in uhf antenna line new 50-gain helical radiator. Fourteen-bay, 110-ft.-long antenna is priced at $75,000, with delivery promised within six months. Other uhf GE helical antenna is 25 gain.

UPCOMING

Sept. 21: CBC Board of Governors, Chateau Laurier, Ottawa.
Sept. 21-23: RETMA fall industry conference, Roosevelt Hotel, New York.
Sept. 24: Mid-Atlantic Workshop, Public Relations Society of America, Hotel Statler, Washington.

For other Upcomings see page 121.

PEOPLE

HAROLD BODKIN, on loan from AT&T, succeeds **WILLIAM A. PORTER** as assistant director for telecommunications, Office of Defense Mobilization.

R. C. CONNELL, sales director for Norge Div. of Borg-Warner Corp., elected vice president in charge of sales.

JOHN NEWMAN, formerly with promotion-publicity staff of MCA-TV, N. Y., to Official Films, N. Y., in similar capacity.

WKY Interests Buy WSFA, Plus Tv Permit, for $562,000

ACQUISITION of 100% of stock of Montgomery Broadcasting Co., licensee of WSFA Montgomery, Ala., and holder of cp for ch. 12, by WKY Radiophone Co., Oklahoma City (WKY-AM-TV), for $562,000, plus cost of contracted tv equipment, announced Friday. Sale, negotiated by Blackburn-Hamilton Co., is subject to FCC approval.

WSFA, 5 kw day, 1 kw night, 1440 kc, was founded in 1930, is NBC affiliate. Tv station, now under construction, is scheduled to go on air about Dec. 1. Company ownership: David E. Dunn, president (11⅔%), R. F. Hudson Sr., vice president (25%), H. S. Durden, secretary-treasurer (38⅓%), R. F. Hudson (16⅔%), Sebie B. Smith (8⅓%). Last year, before tv grant was issued, Howard E. Pill sold his 25% interest in WSFA for $100,000.

WKY has operated radio station since 1920, tv since 1949, is owned by Oklahoma Publishing Co. (*Oklahoma City Oklahoman and Times, Farmer-Stockman*). E. K. Gaylord is president. P. A. (Buddy) Sugg is executive vice president of WKY operations and handled negotiations.

District 3 Considers Anti-Beer, Wine Threats

THREATS to beer-wine advertising and problems of carrying political campaign accounts dominated closed-door discussions of NARTB District 3 delegates at Pittsburgh meeting, concluded Friday afternoon (see page 40).

In closed-door business huddles Dist. 3 delegates were concerned, too, about attempts by record manufacturers and distributors to levy special charges on discs for broadcast use. At Friday business session, Dist. 3 adopted resolutions opposing censorship of radio and tv in covering public events and demanding equal rights with other media; urging broadcasters to use own facilities to acquaint public with industry's public service activities; stressing need for adherence to NARTB radio and tv codes; warning of need to resist legislation that would restrict radio-tv advertising; praising NARTB leadership in meeting attacks on industry; lauding stations that have resisted switch of record firms from 78 to 45 rpm discs; calling on record firms to reappraise role of broadcasters in aiding disc sales and opposing growing practice of levying service charges.

RCA's Zworykin Retires; Is Honored for Inventions

DR. V. K. ZWORYKIN, RCA vice president and technical consultant and father of tv kinescope and iconoscope and host of other electronic inventions, named honorary vice president (first in RCA's history) and continued as technical consultant when his retirement as of Aug. 1 was announced Friday.

Saturday night, Dr. Zworykin was scheduled to be guest of honor at David Sarnoff Research Center, Princeton, N. J. Brig. Gen. David Sarnoff, RCA board chairman, was to be principal speaker.

WTVH-TV Joins CBS-TV

WTVH-TV Peoria, Ill. (ch. 19), signed as primary interconnected affiliate of CBS-TV effective immediately, CBS-TV station relations vice president Herbert V. Akerberg announced Friday. Station is owned by Hilltop Broadcasting Co. Edward G. Smith is general manager.

POPULATION
1940 88,415
1953 197,000

RETAIL SALES
1940 ... $ 20,251,000
1953 ... $184,356,000*

the FIGURES

and FACTS

RANKS 92nd IN EFFECTIVE BUYING INCOME
HIGHEST PER CAPITA INCOME IN LOUISIANA
WORLD'S MOST COMPLETE OIL CENTER
CHEMICAL CENTER OF THE SOUTH
DEEP WATER PORT

To see your sales reach their greatest heights in this rich petro-chemical market, select WAFB-TV, the *only* TV station in Baton Rouge, with programs from all 4 networks, and our own highly-rated local shows.

Tom E. Gibbens
Vice Pres. & Gen. Mgr.

Adam J. Young, Jr., Inc.
National Representative

*East Baton Rouge Parish, Survey of Buying Power, 1954

WAFB·TV Channel 28
BATON ROUGE, LA.

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St., N. W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

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BUREAUS

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Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

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Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office

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I buy Only UHF stations

...when they give me

the greatest audience*
the most-watched programs*
allied newspaper publicity
follow-through merchandising
quality that results from TV "know-how"

That's what advertisers are getting right now from WJTV. And here's what's in preparation for the future:

- color transmission
- satellite operations
- increase to 250,000 kw in a matter of days
- increase to half-a-million kw by 1/1/55

* Most recent *Pulse*

WJTV
CHANNEL 25 • JACKSON, MISS.

Jay Scott, General Manager • Frank Willis, Commercial Manager

Owned by Mississippi's two statewide newspapers
The Clarion-Ledger JACKSON DAILY NEWS

BASIC CBS AFFILIATE and DUMONT

REPRESENTED NATIONALLY BY THE KATZ AGENCY

For a man's product... **a man's p**

High in popularity among men in every TV market is the locally produced sportscast. For fans just can't get enough news about their favorite local and national sports, players, and teams. The local sportscaster—the man with the scores, inside information, and predictions—is a super-salesman, too.

For in a man's world...a straight-from-the-shoulder word of advice from one man to another can make a sale. No fancy phrases, star-studded productions, or expensive commercials needed. Men are loyal to the local sportscaster; they have high regard for the products he personally endorses. Each of these TV stations has a strong sports show. Each one is a sure bet to sell your product to men in these markets.

's program

WSB-TV	Atlanta
WBAL-TV	Baltimore
WFAA-TV	Dallas
KOA-TV	Denver
WICU	Erie
KPRC-TV	Houston
KARK-TV	Little Rock
KABC-TV	Los Angeles
KSTP-TV	M'p'l's-St. Paul
WSM-TV	Nashville
WABC-TV.	New York
WTAR-TV.	Norfolk
KMTV	Omaha
WTVH-TV	Peoria
WENS	Pittsburgh
WOAI-TV	San Antonio
KFMB-TV	San Diego
KGO-TV	San Francisco
KOTV	Tulsa
KEDD	Wichita

Also Announcing The Addition of

WJIM-TV Lansing | WTVW Milwaukee | ABC PACIFIC TV Regional Network

REPRESENTED BY

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO

IN HOUSTON . . .
K-NUZ
LEADS IN COST PER 1000* SETS EVERY MINUTE IN EVERY DAY!

Share of Audience in Cost Per 1000 Sets, Monday through Friday.

MORNING
8:00 A.M. to 12:00 NOON
K-NUZ . . . 24¢
IND. STA. "A" ..... 60¢
IND. STA. "B" ..... 50¢
IND. STA. "C" ..... 60¢
NET. STA. "A" ..... 35¢
NET. STA. "B" ..... 35¢
NET. STA. "C" ..... 44¢
NET. STA. "D" ..... 28¢

AFTERNOON
12:00 NOON to 6:00 P.M.
K-NUZ . . . 22¢
IND. STA. "A" ..... 48¢
IND. STA. "B" ..... 42¢
IND. STA. "C" ..... 60¢
NET. STA. "A" ..... 29¢
NET. STA. "B" ..... 29¢
NET. STA. "C" ..... 47¢
NET. STA. "D" ..... 50¢

EVENING
6:00 P.M. to 12:00 P.M.
K-NUZ . . . 22¢
IND. STA. "A" ..... 60¢
IND. STA. "B" ..... (OFF)
IND. STA. "C" $1.20
NET. STA. "A" ..... 48¢
NET. STA. "B" ..... 35¢
NET. STA. "C" ..... 49¢
NET. STA. "D" ..... 72¢

*APRIL-MAY PULSE Share of Audience against SRDS One Minute Rates

Write - Phone - or Wire
Forjoe & Co. - Nat'l Rep.
or
DAVE MORRIS at KE-2581
K-NUZ Radio Ranch

K-NUZ Leads in Cost per 1000 Sets Saturday and Sunday, too.

OPEN MIKE

Unstinted and Wholesome

EDITOR:

Knowing the long-time interest that your magazine has taken in sound public service broadcasting and telecasting, I thought you might like to read what Alfred F. Wilcox, commercial manager of WHOL Allentown, Pa., said about the subject in a recent letter to our office:

"We at WHOL have always been conscious of the fact that a radio station is considerably different from a newspaper or a magazine. We are fully aware of the fact that we pay no rent for the air waves that connect our microphones with the tens of thousands of radio sets within our primary coverage area. In return for this free rent, we have always considered that we owe our listeners a full measure of unstinted public service and wholesome entertainment."

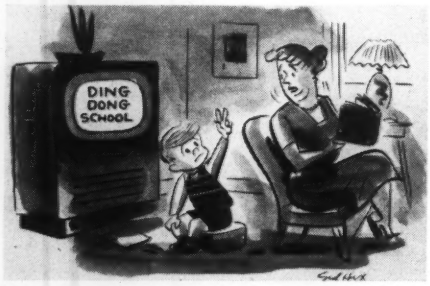
Bernard Posner, Asst. Dir.
Information—Radio & Tv
Veterans Administration
Washington, D. C.

Art Appreciation

EDITOR:

I subscribed to B•T only the other day, and already I am asking a favor.

A fan of my program sent me a Ding Dong School cartoon clipping from the Jan. 4, 1954, issue of BROADCASTING • TELECASTING. Quite naturally, as teacher of Ding Dong School,



"Miss Frances," I would very much like to have the original of this cartoon. I want to frame it and hang it in my study.

The cartoon is very good, and I do appreciate the recognition. I hope you will be able to oblige, for I know you will if you can.

Frances R. Horwich
Ding Dong School
Chicago

[EDITOR'S NOTE: We're obliging. Original cartoon has been sent to "Miss Frances."]

WTMJ Not In QRG

EDITOR:

You carried a paragraph to the effect that WTMJ was definitely committed to the Quality Radio Group venture. While representatives of the station have attended a number of meetings of the group and there have been extended telephone conversations, our final decision is not to go along with the group at this time.

Walter J. Damm, V.P. and
Gen. Mgr.
WTMJ-AM-TV Milwaukee

Color Correction

EDITOR:

Understandable enthusiasm probably colored the WBTV (TV) [Charlotte] release about being the first station in the South to originate and transmit a colorcast [B•T, Sept. 6].

We commend our fellow Confederates for another demonstration of the vigor of the new South.

To keep the record straight, however, it should be pointed out that as one of America's pioneer television stations, WSB-TV transmitted live color Jan. 31, 1951. We have also been transmitting network color since July 15, 1954.

Incidentally, our $1,500,000 expansion program now underway calls for complete color operation next year.

J. Leonard Reinsch, Exec. Dir.
WSB-AM-TV Atlanta, Ga.
WHIO-AM-TV Dayton, Ohio
WIOD Miami, Fla.

He Likes It

EDITOR:

I have just read the 1954 TELECASTING YEARBOOK-MARKETBOOK from cover to cover and now consider myself the most throughly informed guy in the industry. . . .

It certainly is a monumental job, and once again you and your crew deserve all manner of compliments for putting together so much valuable material inside of one book.

Claude Barrere
Broadcast Music Inc.
New York City

Lost

EDITOR:

I'm lost! Some ungrateful wretch walked away with all the BROADCASTING • TELECASTING Yearbooks in the office.

I can't live without them!

Will you rush two yearbooks to me . . . along with the bill . . . as soon as possible? Many thanks.

Lansing B. Lindquist
Vice President
Ketchum, MacLeod & Grove
Pittsburgh

[EDITOR'S NOTE: Replacement Yearbooks have been sent. Mr. Lindquist, and other subscribers, will receive the 1954-55 TELECASTING Yearbook-Marketbook, just published.]

Most Effective

EDITOR:

Radio and television are our most effective methods of informing the public of the need for their continued support in the fight against tuberculosis, our country's number one infectious killer.

Your outstanding cooperation is of inestimable value to us and an important contribution in the nation's effort to combat tuberculosis.

James E. Perkins, M.D.
Managing Director
National Tuberculosis Assn.

Power Loss

EDITOR:

I have noted your news item headed "Two Fm Stations Authorized" on page 64 of the Sept. 6 issue of B•T.

The ERP of the Atlanta grant to Glenkaren Assoc. was incorrectly shown to be 3 kw. The correct ERP is 10.878 kw.

C. E. Strain, Consultant
Strain Engineering Service
Atlanta, Ga.

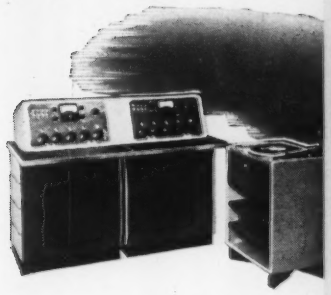
[EDITOR'S NOTE: B•T based its report on an FCC release which turned out to be wrong and has since been corrected.]

Plan for

MORE *spots*

MORE *commercials*

MORE *profits*



features of RCA's BC-4A

- Easily expanded for dual-channel broadcast use
- Single BC-4A controls 9 inputs—four simultaneously
- Paired BC-4A's double facilities—provide dual-channel operation
- Entirely self-contained, completely wired unit—no separate desk required
- Program and audition facilities
- Talkback or program cue to remote lines
- Three preamplifiers—all amplifiers RCA Broadcast "plug-in" type
- High degree of accessibility

...with RCA's *low-cost, high-efficiency broadcast studio control console* BC-4A

Designed originally to meet the need for economy in the smaller station, RCA's Audio Central BC-4A also fills an important place in medium and large stations.

For example—the BC-4A can carry the whole station during slack hours. It is useful as a low-cost, semi-permanent installation in remote locations, such as dance halls or fairs. It is adequate for a new studio, interview room, newsroom, etc. As an "add-a-unit" audio control, it permits "block-building" as needed.

A single BC-4A provides sufficient control and switching facilities for studio, announce booth, turntables, network, remotes and tape recorders. The addition of another BC-4A doubles these facilities and permits complete dual-channel operation.

Let your RCA Sales Representative tell you how the BC-4A can increase your facilities at low cost.

PIONEERS IN AM BROADCASTING FOR OVER 25 YEARS

RCA®

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**

From DOGS to DOUGHNUTS!

Perhaps the variety of products hasn't been literally *that* broad yet! But the KQV-A & P Merchandising Plan has already boomed sales on this diversified list of products. And look at the happy results!

"Sales up 81.9% during promotion" —*Breakfast Food*

"Biggest month in our history" —*Dog Food*

"Almost double normal case sales" —*Ginger Ale*

"Biggest sales gain we ever had with A & P" —*Root Beer*

"3,120 extra cases from warehouse" —*Coffee*

All this, plus *high, high* KQV-CBS ratings in Pittsburgh. Better contact KQV or your Raymer man for full details.

KQV
CBS Radio IN PITTSBURGH
5000 W—1410 KC
National Representatives:
PAUL H. RAYMER Company

SATINS & SPURS

Network: NBC-TV
Time: Sat. Sept. 11, 7:30-9 p.m. EDT
Written by Max Liebman and Billy Friedberg
Producer and Director: Max Liebman
Music and Lyrics: Jay Livingston and Ray Evans
Musical Numbers: Devised and directed by Charles O'Curran
Art Director: Frederick Fox
Musical Director: Charles Sanford
Costumes: Paul Du Pont
Orchestration by Nelson Riddle
NBC Supervisor: Hal Janis
Assistant to Producer: Max Siegel
Associate Producer-Director: Bill Hobin
M.C.: Leonard Elliott; Cast: Betty Hutton, Kevin McCarthy, Neva Paterson, Guy Raymond, Josh Wheeler, Joe Ross, Genevieve and Ethel Owen
Production costs: $200,000.

THE FIRST of NBC-TV's much heralded color tv "spectaculars," *Satins and Spurs,* was a smash triumph for Betty Hutton, its star, and a victory, though somewhat less impressive—perhaps because one was led by advance fanfare to expect too much—for the vehicle and the tv color.

This 90-minute musical comedy, created especially for television—and for the energetic Miss Hutton, who was making her tv debut—was adequate but not sensational entertainment. The color, while a definite contribution to viewing pleasure, was not consistent among the various sets which NBC had installed for an invited audience at its New York headquarters.

As an example of the color variations, drapes

Star and Tars

used in a ballet scene appeared bronze on one receiver, deep red on another. Similar discrepancies were evident, as between the pictures on various sets, throughout most of the production. On several sets a lack of sharpness left one viewer, at least, with unclear pictures in the long and even medium shots, only closeups providing the clarity and quality that show off color tv's advantages at their best.

For her own debut, as well as the debut of the NBC "spectaculars," Miss Hutton was given a musical comedy which had its high spots in both music and dialogue. Unfortunately, it had its low spots too. It was the story of a rodeo star and the involvements one might expect to develop when a *Life* magazine photographer undertakes to make her the subject of a picture layout. Miss Hutton succeeded in carrying her part of the show, which was most of it.

Quick Critical Rundown:

James O'Neill Jr., *Washington Daily News*—". . . the people in charge of television's answer to colored, super Cinemascope better throw everything out the window, take a two-week vacation on a head-feeler's couch and start anew . . . 'Satins and Spurs,' with the exception of the presence of Betty Hutton, was strictly nothing."

John Crosby, *New York Herald-Tribune*—"Whenever things started running down—and they started running down all the time—Miss Hutton sprang up and started shaking like a bowl of jelly . . . They'll have to do better than that with $1,000,000 if this color business is going to catch on . . . Some of the color shots—notably a fashion show and a scene in a saloon—were lovely. Others were pretty muddy . . ."

Val Adams, *New York Times*—"Although the musical had its good moments, when the tunes were lively and the action imaginative, it bore no positive indication that NBC's 'spectaculars' are as yet spectacular enough to revolutionize the television art."

Larry Wolters, *Chicago Tribune*—" . . . Bouncing Betty was actually spectacular in an original musical comedy . . . The show came out in gorgeous colors, exciting dances and catchy tunes . . . in black and white [this] plot was revealed for what it was—ordinary . . ."

Ethel Daccardo, *Chicago Daily News*—" . . . colorwise there have been better shows, but on the other hand, much more was attained in this program. Color values changed at times, as different cameras were used. Even so, it was sheer magic . . ."

Lucia Carter, *Chicago Sun-Times*—" . . . as an exercise in what the color cameras can do, the show reminded me of small-scale Cinemascope . . . It was a bright, sparkling music production if you like Betty Hutton—I can't imagine anybody who doesn't—but if there is such a person, he must have had a dull time . . ."

Janet Kern, *Chicago American*—"NBC producer Max Liebman and comedy songstress Betty Hutton beat down a number of major handicaps to present a rollicking, 90-minute musical comedy . . . *Satins and Spurs* was a huge success . . ."

EDGAR BERGEN SHOW WITH CHARLIE McCARTHY

Network: CBS Radio
Time: Sun., 9-10 p.m. EDT.
Origination: Washington, D. C.
Star: Edgar Bergen
Producer: George Dyslin
Sponsor: Kraft Foods Co.
Agency: J. Walter Thompson
Estimated Production Costs: $8,000.

WELL, now Washington is an origination point for radio network comedy shows.

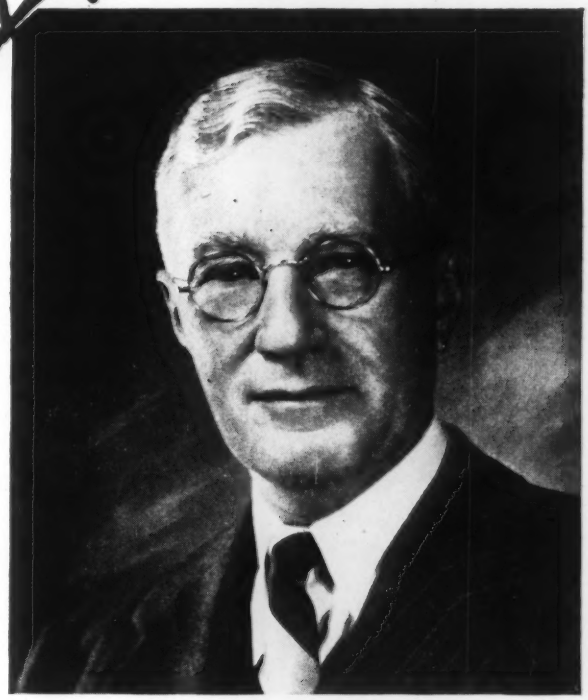
Last week, Edgar Bergen and his two supporting characters, Charlie McCarthy and Mortimer Snerd, began their weekly hour-long radio show from the Nation's Capital. If anyone had an idea that this was going to be a change in Mr. Bergen's approach, he was disappointed. It was the same show that could have, and should have, emanated from New York or Hollywood.

Why Washington? No one seems to know.

W. A. Bissell Jr.

President, Bissell Carpet Sweeper Company, says:

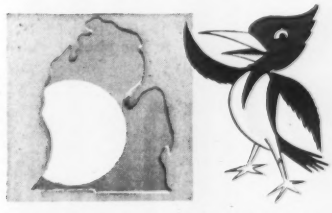
"We're proud that our business is 78 years young . . . still growing and still contributing to the growth of this thriving community. We're proud of the healthy expansion of business as a whole, throughout the entire WOODland area. WOOD-TV's increased facilities are the natural result of this sound continuous area development."



WOODland-TV is big territory!

Bissell Carpet Sweeper Company may be old in years, but it's "young in heart" — and the firm's creative thinking continues to pay off. The new Bissell "Sweepmaster" has won good design awards from New York to California — and sales are still climbing!

Throughout the entire WOODland area, you'll find ample evidence of creative thinking — and increased sales. It's no accident that Grand Rapids, trading center of Western Michigan, ranks consistently among the nation's top ten in general business increase. And this rich, growing Western Michigan market is all yours with WOOD-TV . . . first station in the country to deliver 316,000 watts from a tower 1000′ above average terrain. For top coverage of the primary Grand Rapids market — plus Muskegon, Battle Creek, Lansing, and Kalamazoo, schedule WOOD-TV, Grand Rapids' *only* television station!

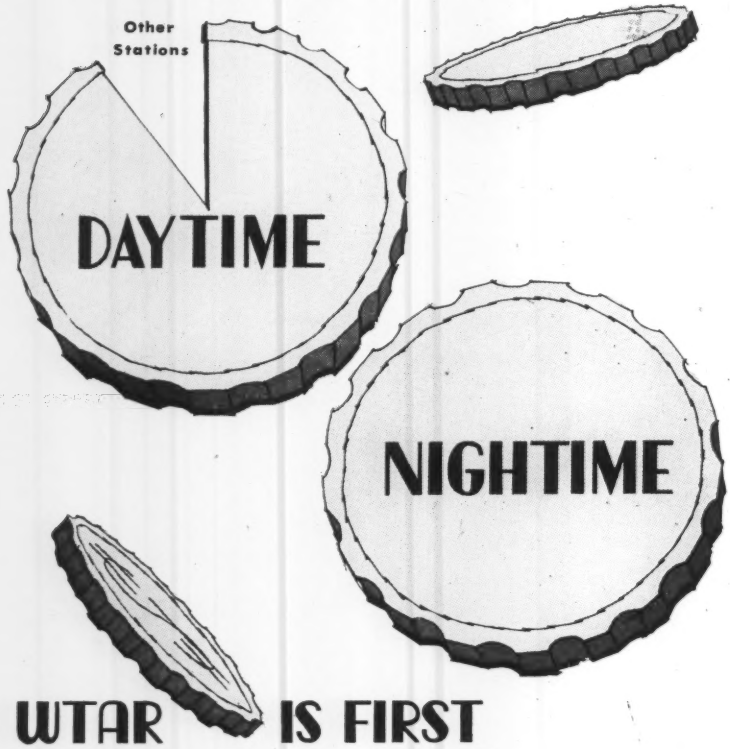


WOOD-TV

GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC, BASIC; ABC, CBS, DuMONT, SUPPLEMENTARY • ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND. • WFDF, FLINT, MICH., WEOA, EVANSVILLE, IND. • WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY

Pulse* Shows You where to put your radio dollars



WTAR IS FIRST

585 out of 700 Daytime Minutes
All of the 300 Nightime Minutes

From 7 A. M. to Midnight no station can challenge the dominance of WTAR with a powerful line-up of the full CBS schedule and established local personalities. Pulse proves this conclusively showing WTAR first in 82.1% of daytime minutes and 100% at night. Profit by these facts — choose only WTAR, for radio in Norfolk.

* The Norfolk Pulse Survey, February, 1954.

Buy Only WTAR RADIO to Sell America's Miracle Market

NORFOLK

Represented By Edward Petry & Co., Inc.

Speculation runs the gamut from "Mr. Bergen likes Washington and intends to make his home there," to "Oh, some bright young guy at the agency thought it would be a good gimmick to originate the show from Washington." We'd still like to know why Washington? To us it seemed strange hearing a melange of entertainment stamped with a dateline that means news and special events. Anybody know the answer?

The show itself was pretty much the usual insofar as Mr. Bergen and company were concerned. There were two innovations, however.

The first, bearing the Washington coloration, were interviews with government officials. One was with Joseph B. Parker, Dept. of Agriculture dairy husbandman, who discussed the government's efforts to increase the quantity and quality of bossy's lactation and exchanged pleasantries with "farm expert" Mortimer Snerd. The other was with Lt. Gen. H. R. Harmon, USAF, who "interviewed" Charlie McCarthy as a prospective candidate for the new Air Force Academy.

The other innovation was that Mr. Bergen played records, repeat, records, during his 60-minute presentation. He played six popular tunes during the hour and interviewed vocalist Sunny Gale. We are not unmindful that Martin Block has been networked since early this year, or that Amos 'n Andy have commenced their new network show along the d.j. route. We were not aware, however, that an established radio star found his material so sparse that platter spinning was required to fill time.

There is a place in Washington for a good satirist. Will Rogers and Peter Finley Dunne come to mind. We don't know whether Mr. Bergen has that talent, but he may have the idea. We give it to him.

Summing up, we'd say this is middlin' network radio.

BEST OF BROADWAY

Network: CBS-TV
Time: Every fourth Wednesday, 10-11 p.m. EDT
Premiere: The Royal Family (Sept. 15)
Cast: Helen Hayes, Frederic March, Claudette Colbert, Charles Coburn, Nancy Olson, Kent Smith
Authors: George S. Kaufman, Edna Ferber
Adaptor: Ronald Alexander
Producer: Martin Manulis
Director: Paul Nickell
Production Designer: George Jenkins
Costumes: Mildred Trebor
Lighting: Salvatore Bonsignore
Set Decorator: Mike Bleam
Make-up: Robert Jiras
Special Effects: Hunt Rylander
Sponsor: Westinghouse Electric Corp.
Agency: McCann-Erickson Inc.
Product Demonstrator: Betty Furness
Estimated Production Cost: $100,000.

THE COMBINATION of plays of proved box-office value, top flight stars and first rate production is one that should spell success in tv as well. That combination is exactly what Westinghouse has in *Best of Broadway*, which opened its every-fourth-Wednesday run on CBS-TV last week with "The Royal Family." And, if the rest of the series keeps up the pace set by the opener, its success is a foregone conclusion.

Ronald Alexander's adaptation of the Kaufman-Ferber farce retained the full frantic flavor of the original play, a satire on the home life of America's most famous theatrical family, obviously, if perhaps libelously, based on the Barrymores. Helen Hayes, Frederic March, Claudette Colbert, Charles Coburn, Nancy Olson Kent Smith and the supporting cast gave the show the exact amount of overacting it calls for, but no more, which speaks well for the ability of director Paul Nickell to keep his performers, even such top stars as these, in line.

To a TV station manager who's losing his sleep . . . . . .

If you're losing sleep over profits, Studio Telescriptions will cure your insomnia. The Studio Telescription Library, consisting of over 1,100 three minute films featuring top musical artists, is basic to profitable TV operation.

Program costs are slashed! With all talent on film and with complete programming material, you can build an unlimited variety of top quality shows in a matter of minutes.

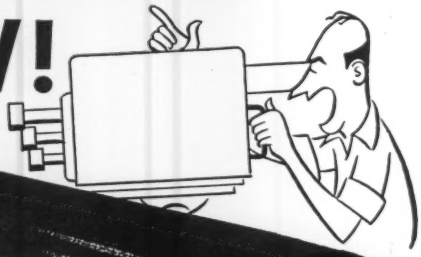
Sponsors are quickly, easily sold! For Studio Telescription programs are high in ratings—low in cost. Find out today how Studio Telescriptions can boost your profits.

STUDIO FILMS, INC.
380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-9236

FIRST
IN RADIO!

NOW
FIRST
IN TV!



KWFT-TV
CHANNEL 6

in Wichita Falls
Texas!

CBS AND DuMONT
TELEVISION NETWORKS

Wichita Falls Television, Inc.

As an added fillip, the *Best of Broadway* series is being telecast in color and it is to the everlasting credit of Martin Manulis, producer of "The Royal Family," that he used this added asset to accentuate and embellish the play's action without splashing on color for its own sake, as has been done far too often in the past few weeks. The clothes the actors wore were tasteful and believable, not garish costumes shouting to the viewer, "Look, we got color!" This was one colorcast which accepted the fact that most of its audience is as yet electronically colorblind and gave them their full hour's worth of entertainment, without depriving the few fortunate colorviewers of their color bonus.

This noteworthy restraint carried over into the commercials. Refrigerators, washers and stoves were white, just like real life, accentuated by the colors of the backgrounds and their metal trimmings. Betty Furness even wore a grey dress!

From every angle, in *Best of Broadway* Westinghouse has made what its commercials call the "Best of Buys."

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

Sept. 25 (9:30-10 p.m. EST): *My Favorite Husband* — alternate sponsors—International Silver Co., through Young & Rubicam; Simmons Co., through Young & Rubicam.

Sept. 30 (7:45-8 p.m. EST): *Jane Froman Show,* General Electric Co. Lamp Div., through BBDO.

Sept. 30 (8:30-9:30 p.m. EST) *Chrysler Show,* Chrysler Corp., through McCann-Erickson.

Oct. 4 (8-8:30 p.m.): *Burns and Allen,* alternate sponsors — Carnation Co. through Erwin Wasey and B. F. Goodrich through BBDO.

Oct. 4-8 (10-10:30 a.m.): *Garry Moore Show,* participating sponsors.

Oct. 12 (7:45-8 p.m.): *Jo Stafford Show,* Gold Seal Co. through Campbell-Mithun.

Oct. 13 (10-11 p.m.): *The Best of Broadway,* Westinghouse Electric Co. through McCann-Erickson.

NBC-TV

Sept. 24 (11-12 noon): *Home,* 15-minute pickup.

Sept. 25 (9-10:30 p.m.): Max Liebman's "Lady in the Dark," General Motors Oldsmobile Div. through D. P. Brother.

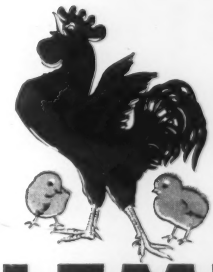
Oct. 8 ((11-12 noon): *Home,* 15-minute pickup.

Oct. 10 (7:30-9 p.m.): *Max Liebman Presents,* TBA, Hazel Bishop through Raymond Spector and Sunbeam through Perrin-Paus.

Oct. 14 and each Thursday thereafter (indefinite period) (9:30-10 p.m.): *Ford Theatre,* Ford Motor Co. through J. Walter Thompson.

[Note: This schedule will be corrected to press time of each issue of B•T.]

Sunday is Family Day on WJAR-TV



"SUNDAY SUPPLEMENT"

A NEW CONCEPT IN PROGRAMMING
For the first time anywhere, a 2 hour program integrating morning devotion and family entertainment.

SUNDAY MAGAZINE SUPPLEMENTS
Articles of interest selected from leading Sunday supplements such as the Chicago Tribune, Washington Star, Philadelphia Inquirer, Buffalo Courier, Cleveland Plain Dealer and many, many more.

PIPSQUEAK PARADE
Talented youngsters perform. Cartoons and Westerns, too!

NEWS AND WEATHER
The latest news plus weather reports for Sunday drivers and sports enthusiasts.

RELIGION
Sunday morning devotions, inspirational messages, Bible Stories for the entire family.

GUESTS
People who make the Sunday Supplement news.

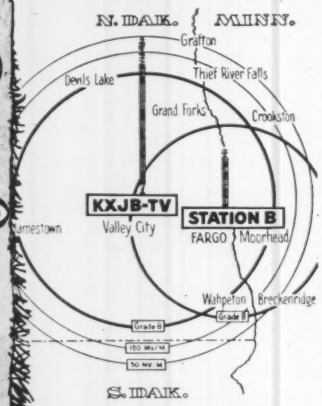
TIME PERIOD
10 a.m. to 12:00 noon starting September 19th.

COST
One minute slide, live or film participation $65.00.

★ **Starring Betty Adams**
known to thousands of WJAR-TV viewers for over 2 years!

National Sales Representatives—WEED Television • NBC Basic • ABC—Dumont-Supplementary

it takes
TOWER
and
POWER
to cover the Dakota area
KXJB-TV
gives you *more* of both



COMPARE	KXJB-TV	Station B
Tower	1085 ft.	433 ft.
Power	100 KW	65 KW
Above sea	2495 ft.	1383 ft.
In 100 MV/M Area		
Pop.	327,500	256,900
Families	86,300	69,700
Retail Sales	$397 mi.	$292 mi.

In the 100 MV/M area KXJB-TV will give you 27% more people, 23% more families; 36% more retail sales.

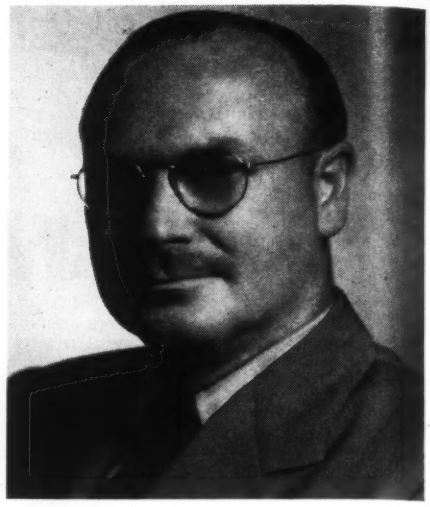
Live interconnected Sept. 26th.

KXJB-TV
CBS Primary—DUMONT
Channel 4
VALLEY CITY
FARGO

NO. DAK. BDCST. CO. INC.
Box 626 Fargo, N. Dak.
Phone Fargo 4461
KSJB-600 KC, Jamestown
KCJB-910 KC, Minot
KCJB-TV-Ch. 13, Minot
REPS: WEED TELEVISION

our respects

to HARRY MASON SMITH



HARRY MASON SMITH, vice president in charge of sales for the Crosley Broadcasting Corp. (subsidiary of Avco Mfg. Co.), is a soft-spoken sales plugger who deplores the "shoeshine and smile" selling approach. He believes that salesmanship can be scientific—that a sale should be handled with the skill of a trained laboratory technician conducting an experiment.

"It's just the mixing of the right amounts of aggressiveness, creativeness, clear thinking and good rural common sense that makes a good salesman," he has been quoted as saying. "It's up to a sales manager to see that the mixing is in the right proportions."

Mr. Smith refuses to become what has generally been expected of a man in his position—a barking sales executive with ulcers and a rasping voice. In his position as director of sales for the Crosley radio-tv properties he has nearly a hundred salesmen under his control. But with the many problems that his responsibilities present, Mr. Smith tries to keep some semblance of balance. "The more I worry, the less I think," he says.

Mr. Smith feels that the days of the buyers' market are once again with us and, considering his position, he likes it that way. As he explains, "Fat cats do a lot of sleeping. That's what it's been for years. Now salesmen have to hit the pavement again. It's good. They'll get lean and thinking, and that's when I'll be happiest."

Born in Chicago on a hot day in August 1898, Mr. Smith gave little indication throughout his early years that he would make a career of selling. He was a studious youngster whose thoughts were along the academic line rather than the hard-cash road. He was a student at Northwestern U. until World War I. As a member of the National Naval Volunteers, he found himself on a Navy tanker in a matter of a few days. When the war ended he was discharged as a lieutenant, senior grade.

Mr. Smith completed his studies at Northwestern and then joined the advertising firm of Ostenreider Inc. as a copywriter. Then Mr. Smith decided to lay aside the copy pencil and pursue a selling career in the path of Otto Ostenreider, the man he chose to emulate.

He joined the newspaper representative firm of Knill-Burke Inc. as a salesman. Two years later he helped found the Hilmer V. Swenson Advertising Co. and became vice president and director of sales. In his 10 years there he helped establish the Florists' Delivery Assn., the Independent Grocers' Alliance and the Independent Druggists' Alliance. At Swenson, he recounts, he wore five hats—salesman, copywriter, merchandising specialist, promotion consultant and general trouble shooter. "It was fun but you needed a program to tell what position you were playing," Mr. Smith recalls.

He later served as vice president in charge of sales for the Henri, Hurst & McDonald Agency. While there he built up an acquaintanceship with Jack Van Volkenburg, then assistant to the vice president in charge of CBS Midwest operations, and it was he who offered Mr. Smith his first opportunity in radio. There was an opening as commercial manager for WBBM Chicago. Mr. Smith promptly accepted and claims "the biggest sale I ever made was landing the job."

Working in the same North Wrigley Bldg. was a man who was to play an important role in Mr. Smith's future. James D. Shouse, who is presently chairman of the board of Crosley Broadcasting Corp. and executive vice president of Avco, was then a salesman for CBS.

Mr. Shouse later was transferred to CBS' KMOX St. Louis as general manager. He then became general manager of Crosley's WLW Cincinnati. In the spring of 1940, Mr. Shouse and Bob Dunville, who was then assistant general manager, went to Chicago to offer Mr. Smith a position as a sales executive with WLW. He accepted.

Two months later, Mr. Smith was sent to New York to set up the eastern division office of WLW. He more than doubled the projected billings and at the end of 1940 returned to Cincinnati as WLW sales manager. Six years later he was named vice president in charge of sales. Television's arrival caused him, he claims, "Just more thinking, not worry."

When asked about the greatest sale he ever made, Mr. Smith will reply:

"Can't remember too well the good ones. The bad ones stay with me. Like the time back in 1937 [Mr. Smith joined Crosley in 1940] when Crosley began experimental television operations. People were really excited. Every advertiser we had on radio wanted to be the first on television. Letters poured in . . . then along came the war and we had to stop the progress of television for a spell.

"After the war. . . . I dusted off the stack of letters and prepared for my biggest day in selling. . . . I didn't get one order. Know why? I was asking instead of selling. . . ."

Every year is the best year to Harry Mason Smith, whose best known sobriquet is "Uncle Harry." This summer he went into every advertising agency in the U. S. without leaving his office. As part of Crosley's "Operation Sunburst," he has been the subject of talking tapes, recordings and mailers giving his selling messages.

He has been married to the former Edith Marie Kendrick for 34 years. They live in a Cincinnati suburb.

MANN-ELLIS INC.

Advertising

201 EAST FIFTY-SEVENTH STREET, NEW YORK 22, N. Y., PLAZA 1-2323

July 16, 1954

Mr. Edward Cossman
W A A T
Newark 1, N.J.

Dear Ed:

We like to give credit where credit is due... Thought you may like to know about the fine job Brenner and Larkin are doing for Easco Auto Seat Covers.

As you know we tried many stations with many gimmicks...and got only fair results. Since we switched to your station...the results have been immediate.

I'm convinced, if anyone can pull...Brenner and Larkin can...and at a low cost.

Cordially yours,

MANN-ELLIS, INC.

Edward Shapiro
Account Executive

es/hs

PULL... at Low Cost

In Metropolitan New Jersey & New York

PAUL BRENNER
REQUESTFULLY YOURS
Monday thru Saturday
10:30 am - 12 noon
5:05 pm - 7 pm

DON LARKIN
HOME TOWN FROLIC
Monday thru Saturday
7:45 am - 9 am
1:05 am - 3 pm

for the FAST WALLOP in sales

waat

1020 BROAD STREET, NEWARK 1, NEW JERSEY

REPRESENTED BY WEED AND COMPANY

TO SELL OKLAHOMA FARMERS

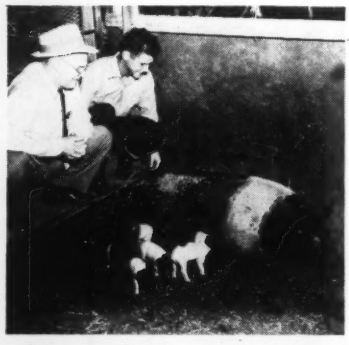
USE THE FARM DIRECTOR

WHO HAS WHAT IT TAKES:

KOMA is Oklahoma's "saturation" station serving 1,321,800 people in its .5 mv. area.

Farm Director Liles for 8 years was a County Farm Agent, served as state president of Oklahoma County Farm Agents Association.

Wayne Liles is a 1937 graduate of Oklahoma A&M College, Stillwater.



Liles is not a "drugstore farmer." When he's not on the air, he's *down on the farms* living up to his reputation of "Oklahoma's No. 1 Farm Director."

Let us tell you more . . . wire or phone today!

koma

OKLAHOMA CITY

50,000 WATTS CBS RADIO

EDGAR T. BELL
Executive Vice President

GENE RIESEN
Sales Manager

IN PUBLIC INTEREST

KLAC Stages Benefit

KLAC Hollywood staged its third annual benefit show for St. Anne's Foundation, Los Angeles, at the Hollywood Bowl last Friday. The station's top disc m.c.'s appeared along with Bob Hope, Loretta Young, Jo Stafford, The Robins, Tennessee Ernie Ford, Peggy Lee, Tony Martin, Danny Thomas, The Modernaires and Paula Kelly, and Paul Weston and his orchestra, the station reported.

Filmed Problem

"WHAT Are We Doing About It," a film series dealing with juvenile delinquency, is being inaugurated by NBC-TV's *Home* today (Mon.) to point up individual community problems and what has been done to successfully combat them. WTMJ-TV Milwaukee is originating today's film.

Hear Ye

WRNL Richmond, Va., news editor Roger Mudd recently aired a two-week series of recorded interviews with prominent jurists and lawyers in an attempt to acquaint the listening public with new changes in Virginia's court system.

WTRF-AM-TV Safety Program

WTRF-AM-TV Wheeling, W. Va., recently conducted a highway safety program in cooperation with the West Virginia State Police and the Ohio Highway Patrol. All motorists approaching Wheeling on U. S. Route 40 were stopped by state police and station staff members at two points—27 miles west and 12 miles east of the city. A folder, prepared by WTRF-AM-TV, which included a map, points of interest, details about the two-hour program that was aired and a warning to drive safely, was distributed to motorists. No accidents occurred in the area during the program, the station reports.

Cotton Pickers

KURV Edinburg, Texas, contributed a bale of cotton, hand-picked by station employes in 100 degree weather, to the recent March of Dimes telethon staged in the area. The bale brought $250 and the station raised another $250, all of which became part of the $60,000 collected during the telethon by radio and television stations in the Rio Grande Valley drive.

Doctors 'Sell' Drive

AS ITS PART in the Emergency Polio Fund campaign, WPTS Pittston, Pa., presented daily fifteen-minute programs featuring leading physicians from ten of the surrounding cities and towns. Twelve doctors and surgeons also tape-recorded messages which were presented for three weeks at the rate of five per day. Full-length March of Dimes transcribed shows and transcribed spots were also aired in the effort to make the drive a success.

'Racket Squad' Film Exposé

ABC FILM SYNDICATION and The Pure Oil Co., Chicago, regional sponsor of *Racket Squad* tv film series, have made available to the Health and Welfare Council of Indianapolis and Marion County one of the films in the series. Council currently is conducting a drive to gain public support for proposed legislation concerning licensing of nursery schools. Film sent to Council is titled "No Questions Asked," an expose of an illicit nursery school. It will be circulated among civic groups throughout Indiana.

1.
NETWORK COLOR...
LOCAL TEST PATTERNS
AND SLIDE COMMERCIALS

2.
COMPLETE
PROJECTION
SYSTEM
FOR LOCAL COLOR
FILM PROGRAMMING

3.
LIVE LOCAL
COLOR SHOWS—
THE G-E CHROMACODER
PLUS ONE CAMERA

4.
ADD COLOR
CAMERAS OR
CONVERT EXISTING
G-E B&W CAMERAS

Packaged color television equipment that offers
You *premium performance* plus
Rock-bottom *economy.*
Available now to
Meet any and all station requirements. Systems for
Initial *network programming* and to answer the growing
Demand for *local color commercials...live local shows.*

Prepare for the color boom in your market.
Learn all about the *Pyramid Plan* from
An expertly qualified G-E field sales representative.
Now's the time to act!

General Electric Company, Section X294-20,
Electronics Park, Syracuse, New York.

COMPLETE COLOR EQUIPMENT

PYRAMID PLAN FOR COLOR TV

Progress Is Our Most Important Product

GENERAL ELECTRIC

"Cigarette Making Machine Inspection"—Courtesy The American Tobacco Company

North Carolina Tobacco Companies Pay Uncle Sam $873 Million For Tax Stamps

North Carolina is the nation's largest tobacco growing and tobacco manufacturing state. (Last year, for example, Tar Heel tobacco manufacturing companies paid $873,453,277 for excise tax stamps, according to the Federal Internal Revenue Department.) And that's only one reason why North Carolina rates more firsts in recognized market surveys than any other Southern state.

Selling this big, buying market is no mystery. More North Carolinians listen to WPTF than to any other station.

WPTF

50,000 watts
680 kc

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

NORTH CAROLINA'S NUMBER ONE SALESMAN
IN THE SOUTH'S NUMBER ONE STATE

FREE & PETERS
National Representative

R. H. MASON, General Manager . GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

September 20, 1954 Vol. 47, No. 12

LAMB HEARING ENSNARLED IN LEGALISTIC BICKERING

Broadcast Bureau witness, said to have been an FBI undercover agent, testifies the broadcaster's name was on Communist Party 'lists' as prospective donor and that he was introduced to party gathering as 'Comrade Lamb' 10 years ago. Heated protestations came from the Lamb camp.

THE FCC's unprecedented license renewal hearing against Edward Lamb, who is charged with lying when he told the Commission he never had communist ties, began last week and at once developed into a lawyers' debate which promises to prolong it indefinitely.

The legal jousting was so intense the first two days that the only shreds of "evidence" produced were testimony by the Broadcast Bureau's first witness that:

• He saw Mr. Lamb's name on certain "lists" used in 1944 by the Communist Party of Lucas County (Toledo) for financial solicitations. The lists were destroyed, he said.

• While tending bar at the dedication of the party's local headquarters 10 years ago, he saw a man speak who he said was introduced as "Comrade Lamb" and who he claimed was the same Mr. Lamb in the hearing room.

The competency of identification was challenged at some length.

The Broadcast Bureau witness was William G. Cummings, who said he was an FBI plant in the Toledo party from 1943-49. Under constant attack and protest by Mr. Lamb's attorneys, his statements mostly amounted to answers of "I did" and "They was."

The hearing is on the renewal of license of Mr. Lamb's WICU (TV) Erie, Pa.

Substantial portions of his testimony were forbidden or stricken by the examiner as hearsay or improper after constant objection by Mr. Lamb's counsel, former U. S. Attorney General J. Howard McGrath and his law partner, Russell Morton Brown.

This left Walter R. Powell, chief of the Broadcast Bureau's Renewal & Transfer Division, with the alternative of making "offers of proof" as to what the witness would have testified if he had been allowed.

Such offers of proof—described by counsel for Mr. Lamb as not evidence but merely the opinion of Mr. Powell for which he (Powell) would be held "strictly accountable"—dealt chiefly with alleged verbal reports by party officials or conversations claimed to have been heard by the witness.

Wednesday Hearing

Protesting legality of the proceeding in his opening statement Wednesday morning, Mr. McGrath noted that FCC's McFarland letter to WICU, quoted in the June 4 hearing order, said the Commission had information containing charges Mr. Lamb was a member of the Communist Party in the period 1944-48. Terming this charge a "diabolical lie," Mr. McGrath observed the later resume of basic allegations, issued by the Broadcast Bureau at the order of the Commission and behest of the Senate Interstate & Foreign Commerce Committee, "ignored" the issue of party membership.

Mr. Powell replied the issue in the case involves "misrepresentation, pure and simple . . . We're not inquiring into Lamb's political philosophy . . . All we want is facts."

Mr. Powell explained the June 4 order stated FCC had "information containing charges" of party membership and said FCC itself is not making such a charge.

Ultimately turned down as out of order, by the examiner, Messrs. McGrath and Brown

MR. LAMB

sought to proceed first with testimony on the charge of bribery raised by Mr. Lamb against FCC investigators in the case.

It was presumed the witness would be Emmett Lee Wheaton Jr., described by Mr. Lamb's *Erie Dispatch* on Monday as voluntarily giving Mr. Lamb an affidavit on the matter. The newspaper quoted the affidavit to the effect Mr. Wheaton was offered $1,000 by Mr. Cummings if Mr. Wheaton would let his memory "remember" that Mr. Lamb had been seen at the dedication of Communist Party headquarters in Toledo and pledged financial aid.

Describing Mr. Cummings as an "ex-communist, a professional liar, a hired assassin"—later explained to reporters to mean "a character assassin"—Mr. Brown told the examiner, "we have evidence" that Mr. Cummings "has bribed and attempted to suborn perjury, and that he has otherwise misconducted himself."

Mr. Powell protested the attempt to impeach a witness before he takes the stand, commenting, "This is the darnedest thing I ever heard of."

Mr. Cummings testified he has lived in Toledo since 1930, is presently unemployed and last worked for Electric Auto-Lite Co. where he was chairman of the UAW-CIO Fair Practice Committee. A cut in production, he said, caused his unemployment after eight years with the firm.

The witness said he joined the Lucas County Communist Party in February 1943 at the request of FBI agent Jack Carroll and was active in the party until May 9, 1949, when he appeared as government witness in New York in the case of *U. S. v. Dennis*, the trial of the top 11 communists. He said he also testified before the Subversive Activities Control Board in what was described as Attorney General McGrath vs. the Communist Party.

Mr. Cummings testified he held many offices in the Lucas County party, including vice chairman, acting chairman and secretary, as well as state delegate to the national party convention in 1948.

Mr. Cummings said he was receiving $25 per day from FCC as a "consultant" and had received about $186 to date, exclusive of $50 on Tuesday for "maintenance."

Mr. Cummings recalled a January 1944 meeting at which Joe Friedman, local party chairman, gave a "main line report" including a quota for the local group to raise in a party financial drive. The witness said Mr. Friedman took names out of a "box" and dictated them for a "must list" of members and others "who could be counted on" when solicited for contributions.

Asked by Mr. Powell what names were on the list and the expected contributions thereon, the witness was delayed in answering for considerable time as Mr. Brown argued relevancy of the answer and competency of the witness to testify. Mr. Brown asked that before names were carelessly dragged about Mr. Powell must prove any contribution was made, since anyone can make up a list and put names on it.

"This witness makes his living by testimony," Mr. Brown charged "If he couldn't tell this story, he couldn't make a day's pay."

After eventual direction by the examiner to relate names he saw on the list, the witness said Edward Lamb's name was included and, at Mr. Powell's inquiry, said it was the same Mr. Lamb who was in the hearing room. This was stricken from the record the next day after protest by Mr. Brown on the ground of competency.

Mr. Powell's first offer of proof came when

the witness was prohibited by the examiner, on ground of hearsay testimony, from telling about an alleged report to the party's executive board by Mr. Friedman at a later date.

Next, when asked about a meeting with one Yetta Land, said to be a party member, the witness was precluded from relating conversation.

Mr. Powell complained to the examiner that he was being limited unduly in his effort to present the Broadcast Bureau's case, noting this was an administrative proceeding and not a jury trail. For this reason, he said, certain hearsay evidence can be given since the examiner is competent to properly weigh the evidence accordingly.

"You ask me to separate the wheat from the chaff," the examiner replied. "So far all I've heard is chaff."

Mr. Cummings related a meeting in late August or early September 1944 attended by local party officials and Arnold Johnson, Ohio state party chairman, to lay groundwork for financial support of newly acquired Lincoln House on 10th St., Toledo, described as the Lucas County party's headquarters at that time.

He said Mr. Friedman dictated another solicitation list which included Mr. Lamb's name and a notation of $100 to be solicited.

In describing that he took special note of names since he was reporting to the FBI, the witness related the method of using the list was similar to the earlier "1941 meeting."

Upon suggestion by Mr. Powell to the witness, "You mean 1944?" Mr. Brown again protested coaching of the witness and the attempt to "rehabilitate" his testimony.

"His memory is the heart and soul of this case," Mr. Brown said, noting his memory for certain things "is pin point" yet he couldn't give specific dates.

Mr. Cummings recalled that at the meeting there was a vote on speakers to be invited to talk at the dedication of Lincoln House in mid-September. He said he personally voted for Mr. Johnson, Mr. Lamb and J. B. Simmons (now Toledo city council member, according to *Erie Dispatch*).

"Was he elected as speaker?" Mr. Powell asked, apparently alluding to Mr. Lamb.

"They was," the witness replied.

BROADCAST BUREAU witness William G. Cummings (l), said to be an FBI plant in the Communist Party at Toledo, returns to the hearing room with FCC investigator Robert Leahy . . .

Lamb Statement

REPORTERS found the following statement on the press table at the start of FCC's license renewal hearing on WICU (TV) Erie, Pa., last Wednesday. Attributed to Edward Lamb, WICU owner, the statement said:

This is a story of what can happen to an American businessman who is the owner of a federal license.

Some of the evidence to be introduced will be downright shocking. After the testimony is all in, there will be complete vindication of my independent political, social and economic activities.

I am hopeful that at the conclusion of this hearing, or before, that certain persons responsible, will be big enough to apologize for the damage which has been caused to my family and myself.

Thursday Hearing

Mr. Powell renewed his plea on Thursday morning to be allowed to present testimony such as Mr. Cummings' recollection of Mr. Friedman's report on solicitations to finance Lincoln House, since it would be relevant but up to the examiner to determine weight.

Examiner Sharfman said there was "no doubt" about relevancy, only "necessity," since he understood Mr. Friedman was under subpoena to testify and could relate directly what he reported. He reaffirmed his ruling to deny such testimony.

Mr. Cummings testified that after the Lincoln House list was made up, he drove Messrs. Johnson and Friedman "to the Edison Bldg. and Mr. Lamb's office." Upon prompt protest by Mr. Brown, the examiner ruled to strike that part of the answer "and Mr. Lamb's office" as improper and outside the witness' knowledge.

Lengthy exchanges followed as the witness attempted to relate he understood that Messrs. Johnson and Friedman went to the Edison Bldg. to solicit Mr. Lamb. The examiner several times ruled to strike the testimony after objection by Mr. Brown.

"All that I can tell from this is that this group intended to see Mr. Lamb," the examiner observed, "not that Lamb expected them."

"But that's the vice of the whole matter," Mr. Brown said. "It doesn't prove any such thing. Only that they *said* they intended to see Mr. Lamb."

The witness was permitted to relate that Messrs. Johnson and Friedman each "said he was going to Mr. Lamb's office to get a contribution."

Mr. Cummings recalled that later when they re-gathered at Lincoln House "I asked Mr. Friedman if he had received any money?"

"From whom?" Mr. Powell questioned.

"Mr. Lamb," the witness answered, promptly followed by protest by Mr. Brown who charged Mr. Powell with leading the witness. The examiner cautioned Mr. Powell.

"What did Mr. Friedman say?" Mr. Powell continued.

"He said . . ." the witness began, but was interrupted by Mr. Brown's objection and his motion to strike the testimony, both about the report at Lincoln House and the conversation enroute to the Edison Bldg.

The examiner ruled to strike only the testimony relating to the report at Lincoln House.

"You strike every foundation we are trying to lay here, sir," FCC counsel Powell complained to the examiner. "There will be nothing in the record."

Asked about another meeting at which reports were given, the witness indicated the "must list" was checked. Asked if he saw the list and saw names on the list, he replied each time "I did."

"Were there notations after any names?" Mr. Powell asked.

. . . followed by prospective witness Emmett L. Wheaton Jr., whom Edward Lamb's *Erie Dispatch* says was subject of a bribe attempt by Mr. Cummings.

FCC Broadcast Bureau counsel (l to r): Attorneys Arthur J. Schissel and Walter R. Powell Jr., accountant Robert Leahy and attorney Thomas B. Fitzpatrick. Mr. Powell led in presentation of the Broadcast Bureau's case. He is chief of the Bureau's Renewal & Transfer Division.

COUNSEL for WICU (TV) Erie, Pa., and its principal owner Edward Lamb (l to r): J. Howard McGrath, former U. S. Attorney General; Russell Morton Brown, law partner of Mr. McGrath; Philip Bergson, associate counsel, and Vincent Gaughn, field representative in radio-tv matters for McGrath & Brown.

"I did," the witness responded.

"Well, he's one line ahead of the script," Mr. Brown observed.

Mr. Powell, in offer of proof after objection to testimony, said that if allowed to testify, the witness would have related that Mr. Lamb's name was on the list and it showed he had contributed $50.

Mr. Brown interposed to point out "the serious responsibility of a representative of the government in offering . . . these so-called offers of proof." Claiming an effort for headlines, he said, "I want to warn counsel now and through counsel the Commission, that if they do not follow up and present evidence that will sustain these offers of proof, they will be held by Mr. Lamb and myself and those associated with us to the strictest accountability both personally and as a government agency."

This is a "threat," Mr. Powell said. "That is not the first time threats have been made in this case." The FCC attorney cited Mr. Lamb's newspaper editorials and commented, "I have no newspaper to reply."

Reciting his 17 years of service to the government, Mr. Powell continued, "I want Mr. Lamb to know and I want the chairman to know that no threats are going to deter me from attempting to get the truth in this case."

Contending Mr. Powell's offers of proof are only a "publicity show," Mr. Lamb's counsel suggested, "Why don't you get yourself an advertising agency?"

"Maybe I could use the same one you are using," Mr. Powell snapped.

"We will be glad to loan you one," Mr. McGrath said.

The examiner observed offers of proof are usual judicial practice.

Under questioning by Mr. Powell, Mr. Cummings related the dedication of Lincoln House took place Sept. 18, 1944, and publicity was prepared to promote the affair.

Mr. Powell offered as FCC Exhibit No. 1 a Library of Congress photostat of a page from a contemporary edition of the *Toledo Blade* which included a small story about the dedication of Lincoln House, described as the local party's headquarters, and giving those invited to speak, including Mr. Lamb. The exhibit was conditionally received by the examiner.

Mr. Cummings recalled that before the newspaper story appeared he saw the party's press release and testified the *Blade* story was "practically the same."

The witness recalled that Mr. Lamb was among those present at the dedication of Lincoln House and was promptly challenged by Mr. Brown as to his competency to identify Mr. Lamb.

Asked by the examiner how he knew it was Mr. Lamb he saw at the 1944 affair, Mr. Cummings said he was told by other party officials that the man he saw was Mr. Lamb.

After several efforts by Mr. Powell to ask the witness if the Mr. Lamb he saw in 1944 was the same Mr. Lamb as in the hearing room, the examiner granted motions to strike made by Mr. Brown and also ruled to strike the witness' identification of Mr. Lamb in the hearing room on Wednesday. The examiner instructed Mr. Powell to "start over."

"Is the Mr. Lamb in the room now that you saw at Lincoln House?" Mr. Powell asked, to which the witness replied affirmatively and pointed out Mr. Lamb. Mr. Brown noted his objection.

Asked what he did during the dedication, the witness replied, "I was in charge of attending the bar. I was acting as bartender because I don't drink."

"Did you see anyone in the bar?" Mr. Powell asked.

"I did."

"Who?"

"Mr. Johnson, Mr. Lamb and Mr. Friedman."

"What were they doing?"

"They was talking."

Asked who spoke at the meeting, Mr. Cummings related the chief speaker was Mr. Johnson but Mr. Lamb and Mr. Simmons also spoke.

To further questions, the witness recalled Mr. Friedman introduced Mr. Lamb, referred to him as "Comrade Lamb" and said he was "a very good friend to the Communist Party."

Asked what the speeches were about, Mr. Cummings said he couldn't recall very much because he was "working backwards and forwards in the bar."

Asked about subsequent chairmen of the Toledo party, the witness said Max Wall held the post in late 1945-early 1946. He said he and Mr. Wall ventured to solicit some "old time communists" for funds, but his recall of conversation with Mr. Wall was ruled out.

Late in the day attempts at testimony by Mr. Cummings and offers of proof by Mr. Powell were made relating to the Toledo party's alleged approach to Mr. Lamb for "free" air time on Mr. Lamb's new station there, WTOD.

This met with protest by Mr. McGrath that WTOD was not in issue, it functioned with a board of directors including many prominent Toledo businessmen, and to bring up such a charge was an attempt to "spread the smear" to these men.

"I object to the use of the word smear," Mr. Powell said.

"Might as well call a spade a spade," Mr. McGrath replied, citing the months of background to the hearing as well as the two days' effort to get testimony from Mr. Cummings.

Mr. Powell reminded the former U. S. Attorney General that Mr. Cummings in earlier national proceedings had been Mr. McGrath's witness.

"I never knew Mr. Cummings, never saw him and never want to see him again," Mr. McGrath answered, adding, "you sure got a spade in Cummings."

Motion to Strike

EDWARD LAMB and his WICU (TV) Erie, Pa., subject of the renewal hearing starting last week before FCC Examiner Sharfman, petitioned the Commission Wednesday to strike certain portions of the Broadcast Bureau's Aug. 5 resume of basic allegations as not within the scope of the hearing. The petition was directed to allegations which did not pertain to any act by Mr. Lamb but rather were acts of other persons outside his knowledge and for which he cannot be accountable.

The petition also asked FCC to strike quotations from "Publisher's Notebook" of Mr. Lamb's *Erie Dispatch* "on ground that this Commission is without authority to inquire into the truth of such publications." Similar requests were made with respect to Mr. Lamb's testimony before the Senate Committee on Interstate & Foreign Commerce and the U. S. District Court for D. C. as well as his advertisement offering $10,000 to anyone who could prove FCC's charges.

ADVERTISERS CLIMB FOOTBALL BANDWAGON FOR '54 SEASON

ABC-TV sells balance of NCAA grid slate, as radio and television report sales that promise record gross from college and pro games.

SALE by ABC-TV of the rest of the regional coverage of its National Collegiate Athletic Assn. 13-game football schedule highlighted developments on the football front last week as radio and television prepared for extensive grid programming this fall.

ABC-TV earlier had arranged sponsorship of the games in Texas by Humble Oil & Refining Co., Houston (through McCann-Erickson, Chicago) and in California, Oregon and Washington by the Carnation Co., Los Angeles (Erwin Wasey & Co., Los Angeles). Last week the network announced it had sold the package in the rest of the country to Amana Refrigeration Inc., Amana, Iowa (Maury, Lee & Marshall, New York); Maytag Co., Newton, Iowa (McCann-Erickson, Chicago) and Zenith Radio Corp., Chicago (Young & Rubicam, Chicago). The schedule was to start last Saturday with telecast of the Oklahoma-California game at Berkeley. Cost to the latest sponsors is understood to be between $750,000 and $1 million.

Additionally, ABC-TV will carry 12 home games of the Chicago Bears and Chicago Cardinals professional teams, starting on Sept. 26. Standard Oil Co. (Indiana), Chicago, through D'Arcy Adv., New York, will sponsor one-half of each game in 18 markets in the Midwest. Falstaff Brewing Corp., St. Louis, through Dancer-Fitzgerald-Sample, New York, will present the full schedule in seven west coast markets. In other markets, ABC-TV will offer the games on a local co-op basis.

Similarly ABC-TV will telecast the 12-game home and away schedule of the Washington Redskins professional team, starting on Sept. 26. American Oil Co., Baltimore, through Joseph Katz Co., Baltimore, will sponsor the games in 12 southeastern markets. In other markets, the games will be available for local co-op sponsorship.

ABC Radio started broadcasting its *College Football Game of The Week* last Saturday, which will continue for 12 weeks. The schedule is being offered for local co-op sale. Additionally ABC Radio launched on Sept. 8 a broadcast of a ten-week schedule of sectional games on the Pacific Coast and Mountain areas, which are sponsored in those sections by Tidewater Associated Oil Co., San Francisco, through Buchanan Co., San Francisco.

DuMont is set to launch a comprehensive schedule of professional National Football League telecasts on Sept. 26. A spokesman said that viewers in more than 100 cities will see at least one game each weekend—on Saturday night or Sunday afternoon, or both.

On a national basis, Schick Inc., Stamford, Conn., through Kudner Agency, New York, will sponsor one quarter of 40 games on 91 stations each weekend starting Oct. 2, with the Schick messages going into some cities on Saturday nights and in the remainder on Sunday afternoons. It is also understood that Pontiac Motor Div. is considering a one-time sponsorship of pro games on behalf of new car announcements.

Atlantic Refining Co., Philadelphia, through N. W. Ayer & Son, New York, will co-sponsor the 12 home and away games of the New York Giants on a New York-New England hookup; the six away games of the Philadelphia Eagles, and the six road games of the Pittsburgh Steelers. Carling Brewing Co. Inc., Cleveland, will co-sponsor the 12 home and away games of the Cleveland Browns on an Ohio-Pennsylvania circuit. The agency for Carling is Lang, Fisher & Stashower, Cleveland.

Additionally, Goebel Brewing Co., Detroit, through Brooks, Smith, French & Dorrance, Detroit, will co-sponsor the Detroit Lions home contests, and Gunther Brewing Co., Baltimore, through Joseph Katz Co., Baltimore, will co-sponsor the six road games of the Baltimore Colts and five additional games of other teams to Baltimore, Washington and York, Pa. The Chevrolet Dealers of Western Pennsylvania, through Ketchum, MacLeod & Grove, Pittsburgh, will join Atlantic in sponsoring the Steelers, and Piel Bros., Brooklyn, through Young & Rubicam, New York, will be associated with Atlantic in underwriting the Eagles' schedule.

As a corollary to the games, DuMont will telecast a new film series, *Greatest Pro Football Plays of the Week*, on regional networks. Signed thus far to sponsor the 13-week series are Hamm Brewing Co., St. Paul, through Campbell-Mithun, which will bring the program to viewers on the West Coast, in the Rocky Mountain area and in Des Moines and Chicago, and Drewery's Ltd., U. S. A. Inc., South Bend, through MacFarland, Aveyard & Co., Chicago, which will present series on five midwestern stations.

NBC-TV started presenting a 13-game schedule of the Canadian professional football league on Aug. 28, with sales on a local co-op basis. NBC Radio started broadcasting its *College Game of the Week* last Saturday under the sponsorship of the Crosley Division of the Avco Mfg. Corp., Cincinnati.

CBS Radio will launch on Sept. 25 its panoramic coverage of college football games, under which parts of 20 games will be covered from 2:30-5:30 p.m. each Saturday. The series currently is being carried on a sustaining basis.

Mutual will broadcast its *Game of the Week* college football schedule of 11 games starting Sept. 25. The games are being offered for sale on a local co-op basis.

PITT PANTHERS football on KDKA Pittsburgh is arranged by (l to r): Capt. Tom Hamilton, Pitt athletic director; L. R. Rawlins, KDKA general manager; John Stilli, KDKA sales manager, and H. G. Meador, vice president and general manager of the sponsoring Gulf Oil Corp.

REPRESENTATIVES of three leading appliance manufacturers were on hand in Chicago last week to sign for joint sponsorship of NCAA's football tv schedule on ABC-TV which started Saturday. Plans are reviewed by (l to r): Ralph Numis, advertising manager of Maytag Co., Newton, Iowa; George Foerstner, executive vice president, Amana Refrigeration Inc. (home freezers), Amana, Iowa, and H. C. Bonfig, vice president for sales, Zenith Radio Corp.

Other Football Broadcast Plans

Broadcasters' coverage of the football scene promises to reach record heights on other regional and local fronts. Stations reporting plans to B•T include the following:

KALL Salt Lake City, Utah, originating for Intermountain Network—University of Utah full schedule; Utah Oil Refining Co., through Gillham Advertising of Salt Lake City. Intermountain carriers are: KALL; KJAM Vernal, Utah; KLO Ogden, Utah; KOAL Price, Utah; KOVO Provo, Utah; KSVC Richfield, Utah, and KVNU Logan, Utah.

KDKA Pittsburgh, Pa.—U. of Pittsburgh full schedule; Gulf Oil Corp.

KFRO Longview, Tex.—Kilgore College full schedule; Premier Oil Refining Co.

KGO San Francisco, Calif.—Games between member schools of the Pacific Coast Conference.

plus intersectional games played in Calif.; Tide Water Associated Oil Co. through Buchanan & Co., San Francisco.

KIMN Denver, Colo.—Colorado A & M College full schedule; Rocky Mountain Farmers' Union.

KIRO Seattle, Wash.—Baylor U. vs. U. of Washington from Waco, Tex., on Oct. 16; Independent Grocers' Alliance through Romig Fuller and Associates, Seattle.

KLBS Houston, Tex.—U. of Houston full schedule; Continental Oil Co.

KLZ Denver, Colo.—Colorado U. full schedule.

KMOX St. Louis—U. of Missouri full schedule; Chevrolet Dealers of Greater St. Louis.

KMYR Denver, Colo.—Denver U. home games plus Wyoming U.; Metropolitan Pontiac Co., Denver.

KRON-TV San Francisco, Calif.—Filmed excerpts of the professional San Francisco 49ers; Burgermeister Beer.

KSL Salt Lake City, Utah—Brigham Young U. full schedule; Phillips Petroleum Co.

KSTP St. Paul, Minn.—U. of Minnesota full schedule.

KXIC Iowa City, Iowa—Nine games of midwestern college teams originated for the Hawkeye Sports Network consisting of 15 Iowa stations.

KXOK St. Louis, Mo.—Notre Dame full schedule from Irish Football Network, South Bend, Ind.; Joseph H. Vatterott Realty Co., St. Louis.

KYW Philadelphia, Pa.—Princeton U. full schedule.

WAIT Chicago, Ill.—Most U. of Illinois games plus.

WBAL Baltimore, Md.—Washington Redskins professional team full schedule; American Oil Co. through Joseph Katz Agency.

WBBM Chicago, Ill.—Big Ten and Notre Dame full schedule; Chicago Ford Dealers through J. Walter Thompson Co.

WBKB (TV) Chicago, Ill.—Notre Dame highlights full schedule; Chicago Plastering Institute through J. R. Pershall Co.

WBTV (TV) Charlotte, N. C.—Duke U. full schedule and film editing for five other stations using game highlights; Home Security Life Insurance Co. through Harvey-Massengale Co., Durham, N. C. Film to be used by: WFMY-TV Greensboro, N. C.; WISE-TV Asheville, N. C.; WMFD-TV Wilmington, N. C.; WNCT (TV) Greenville, N. C.; WTVD (TV) Durham.

WCAO Baltimore, Md.—Baltimore Colts professional team full schedule; Gunther Brewing Co. of Baltimore through Joseph Katz Agency.

WCAU Philadelphia, Pa.—U. of Pennsylvania full schedule and Philadelphia Eagles professional team full schedule.

WCCO Minneapolis-St. Paul, Minn.—U. of Minnesota full schedule; Prudential Insurance Co. of America and Bongards' Creamery Assn.

WCFL Chicago, Ill.—Notre Dame and Chicago Cardinals professional team; General Cigar Co., General Finance Co., Coca-Cola, and Oklahoma Oil & Gas Co.

WDTV (TV) Pittsburgh, Pa.—Pittsburgh Steelers professional team plus a series of other Pittsburgh regional games.

WDXY (FM), WORD Spartanburg, S. C.—Wofford College full schedule plus regional and national games bringing total to 38 games; Spartanburg Coca-Cola Bottling Co., The National Fidelity Insurance Co., The Willard Oil Co., Dunbar and Ellis Furniture Co., and Spartanburg's Amoco distributor.

WVKO Columbus, Ohio, will carry Ohio State University's football games under the sponsorship of the Modern Finance Co. Completing arrangements are (l to r): Paul Kelly, Kelly & Lamb Adv. Agency; Bruce Osborne, president, Modern Finance Co.; Bert Charles, station manager.

WFIL Philadelphia, Pa.—U. of Pennsylvania full schedule.

WGAR-AM-FM Cleveland, Ohio — Cleveland Browns professional team full schedule; Carlings Brewing Co.

WGN Chicago, Ill.—Chicago Bears professional team originating for 16 station regional network; Standard Oil Co. of Indiana through D'Arcy Adv. Co.

WHBF-AM-FM Rock Island, Ill.—Notre Dame full schedule from Irish Football Network, South Bend, Ind.; Iowana Farms Milk Co.

WIND Chicago, Ill. — Northwestern U. full schedule; Plastone Co. (wax) through W. B. Doner Co.

WIP Philadelphia, Pa.—Notre Dame and Villanova full schedules; Metropolitan Bottling Co. Inc. (Pepsi-Cola).

WIRE Indianapolis, Ind.—Big Ten full schedule.

WJBK-TV Detroit, WJIM-TV Lansing, WJR Detroit, WKZO-TV Kalamazoo, WNEM-TV Bay City, WWTV (TV) Cadillac, all Michigan, and WSPD-TV Toledo, Ohio—Detroit Lions professional team plus other selected professional games; Goebel Brewing Co. and Speedway Petroleum Corp., both Detroit.

WJJD Chicago, Ill.—Airs its own game of the week, mostly Big Ten; Sinclair Refining Co. through Morey, Humm & Johnstone.

WMAL-TV Washington, D. C. — Washington Redskins professional team away games; American Oil Co.

WMAQ Chicago, Ill.—Big Ten and Notre Dame full schedule; Mission Dry Corp. (cola) through Caples Co. and Crosley Appliances.

WMCA New York, N. Y.—Notre Dame full schedule; Labatt's India Pale Ale and Pilsener Beer.

WHAY New Britain, Conn., WNHC New Haven, Conn.—U. of Connecticut except first game; Connecticut Milk Producers Assn.

WRNL Richmond, Va.—Washington Redskins professional team full schedule.

WSAI Cincinnati, Ohio—U. of Cincinnati full schedule; Frisch's Restaurants and Jake Sweeney & Co. (automobiles).

WSAZ-TV Huntington, W. Va.—Chicago Bears

NEW PROBLEMS THREATEN THE NCAA MONOPOLY

COLLEGE FOOTBALL will be telecast this fall for the fourth consecutive year under a controlled monopoly based on one game per Saturday, but the National Collegiate Athletic Assn. faces two problems that threaten the monopoly's future.

First, NCAA's ability to control its members and in turn maintain the autumn monopoly must survive criticism of its own research, on which the annual vote of support depends. The fifth annual research project financed by NCAA is the target of criticism because it contains what are called conflicting and anomalous statements, as well as conclusions unsupported by facts.

Second problem facing NCAA is growing tv competition from the U. S. professional football games on Saturday nights and, for the first time this fall, the direct competition of Saturday afternoon pro games from Canada, telecast by NBC-TV.

NCAA's efforts to keep football in the big business category by allowing only one game per Saturday, with a few local exceptions, has been submitted to its college members as a device to protect small colleges. NCAA's fifth study of tv's impact on football shows, however, small colleges and less attractive games suffer the least harm from telecasts.

The research report states at one point that "attendance levels are likely to stabilize at the present low figures and gradually rise."

In another section, however, this irreconcilable statement appears: "The new tv owner may continue his old attendance pattern for awhile and use television only on the other Saturday afternoons, but gradually tv becomes a substitute for frequent attendance and then a substitute for all attendance."

This conflict in the NCAA report is construed by opponents of the monopoly as supporting the "novelty theory" of tv, a theory NCAA belittles. The "novelty theory" contends that the new owner of a tv set temporarily curtails attendance at sports events but after a year or more will settle down to a pattern of attendance and may even increase his appearance at games because of stimulated sports interest.

NCAA's report belittles the role of radio, tv and newspaper sports pages, claiming they "clearly have not made many new fans for the game." This view conflicts with the theory that attendance is spurred by the millions of dollars of free publicity that is presented every week.

In the same part of the report it is stated that half of the college sample surveyed "did not finish college," an unrealistic sample that lifted the eyebrows of those interested in advanced education.

Tv Stimulus Suggested

The report emphasizes that the present game-of-the-week monopoly does not build fans for local colleges but instead may interest people in the games of distant teams. Those opposed to the NCAA monopoly suggest NCAA take advantage of tv's promotional opportunities by lifting its restrictions and letting the public become interested in local teams instead of diverting this potential revenue source.

NCAA's statements that the attendance loss caused by tv comes from the "greatly interested" fans but not from the "heavy attenders" has baffled those who have analyzed the survey.

Another mystery in the report is the finding that only two-thirds of marginal fans have tv sets, yet four-fifths of the ardent fans have them. That finding runs head-on into this anomaly: Ardent fans have the high attendance rate.

In its analysis and conclusions, NCAA notes that 15% of ardent fans do not know whether or not they will watch tv, compared to only 4% of the marginal fans. NCAA claims this is probably due to greater ignorance of the tv schedule, a theory that has baffled those who watch the sports scene.

The statement that about two-thirds of fans substituted tv for attendance is described as one of the remarkable features of the NCAA report, emphasized in a publicity release that accompanied it. Sports analysts point out that if this had been the case, college football attendance would have been three or four times greater than at any time in history, and existing stadiums would have held only a fraction of the crowds trying to get inside the gates.

Criticism has been directed, too, at NCAA's effort to explain that no attendance difference existed when a game was originated either locally or from a distance. Confronted with this lack of any difference, NCAA produced intricate manufactured explanations instead of accepting the fact that no difference exists.

The current autumn season will open with NCAA's official ears still stinging from widespread criticism of its 1953 schedule and its continued refusal to let hundreds of small colleges make their own tv arrangements so alumni and regional viewers can watch games of personal interest.

Besides facing public apathy toward games of distant teams, which may not be well matched, NCAA must compete with the wide-open football telecasts from Canada Saturday afternoons. In addition, U. S. pro games in various parts of the nation will have a heavy effect in the West in view of the time zone situation.

and Chicago Cardinals professional teams home games; Pure Oil Co.

WSYR Syracuse, N. Y.—Syracuse U. and Cornell U. full schedule; Syracuse Canada Dry Bottling Co.

WTAM Cleveland, Ohio—Ohio State U. full schedule.

WTIC Hartford, Conn.—Six selected New England college teams; three Hartford area Oldsmobile automobile dealers.

WTOP Washington, D. C.—Baltimore Colts professional team full schedule; Gunther Distributing Co. of Baltimore (beer) through the Joseph Katz Adv. Agency.

WWJ Detroit, Mich.—U. of Michigan full schedule; Pontiac Division of General Motors through MacManus, John & Adams Adv. Agency.

WXEL (TV) Cleveland, Ohio — Cleveland Browns professional team away games (at home games to be televised for DuMont Television Network but will not be seen in Cleveland); Carlings Brewing Co.

WXYZ Detroit, Mich.—Nine selected college games plus three college games from the ABC network; Sinclair Refining Co. through Morey, Humm and Johnstone Adv. Agency, New York.

THREE-WAY handshake marks the agreement of (l to r) Dr. W. E. Morgan, president, Colorado A&M College; Harvey Solberg, Rock Mountain Farmers' Union, and Bill Reed, sportscaster, KIMN Denver, Colo., to broadcast a full schedule of games for the farmers' group.

Hoagland to Head BBDO Program, Talent Buying

JOHN HOAGLAND, former radio and television director of Campbell Soup Co., has been named head of the program and talent buying operation of BBDO's radio and television department, it was announced last week by Bob Foreman, vice president in charge of radio and television for the agency.

Dan Rowe, business manager of the agency in the same department, has been named head of production in addition to his duties as business manager.

George Polk, timebuyer, will act as liaison between the radio-tv and media departments.

B&J Elects Fair V.P.

HAROLD FAIR, director of radio and television, Bozell & Jacobs, New York, has been elected a vice president of the agency. He has been with the firm for the past four years and before that was program director for WHAS-AM-TV Louisville. Mr. Fair was a director of the first NAB (now NARTB) program department and he established the first NAB Program Clinic in Chicago in 1948.

CIGARETTE FIRMS PLAN CLOSER STUDY OF FTC EDICT BEFORE ALTERING COPY

Many point out that tenor of sales messages has been changed to subordinate health theme and emphasize enjoyment aspects.

TOP CIGARETTE firms, with 1954 radio-tv billings possibly as high as $72 million (network and spot), are carefully studying last week's call by the Federal Trade Commission that they stop advertising cigarettes as "not harmful" or "non-irritating."

As expected, there was no panic nor wholesale junking of current radio-tv copy content. Spokesmen of the major cigarette firms, while not too eager to comment on the FTC proposal before giving it additional study, were quick to note that they already are swinging away from health claims and pointing up "enjoyment and pleasure" features of smoking in their ad copy.

B•T was informed by one tobacco industry authority that it would be most unusual for the companies to upset current advertising plans because before the Commission's proposal would go into effect, speculated to be as much as another year or more, they would have ample time to change current advertising copy perhaps many times over.

Rough estimates in industry quarters indicated American Tobacco Co. is believed to be spending some $11.5 million for radio-tv this year; R. J. Reynolds, some $14 million; Liggett & Myers Co., approximately $13 million; Philip Morris, about $12 million; P. Lorillard Co., some $9 million; U. S. Tobacco, about $4 million, and Brown & Williamson approximately $8.5 million.

All of the companies are heavy users of radio-tv network time.

In spot, the firms vary in purchases. In general, R. J. Reynolds is using more, American Tobacco Co. (which introduced the first kingsize cigarette, Pall Mall, via radio spot some years ago) also is buying more, while Brown & Williamson, perenially is a heavy spot user. Both Liggett & Myers and Philip Morris are using some spot.

PIB Totals for Radio-Tv

Publishers Information Bureau figures for last year showed $15,008,000 in gross billings for the smoking materials firms in network radio and $36,037,000 in network tv, a total of $51,045,000 for all networks. For the four media (network radio, network tv, magazines and newspapers), the companies' gross billings totaled $84,080,000 in 1953, according to PIB.

A New York advertising agency which handles one of the "big four" cigarette company accounts was quoted Wednesday as observing: "If you'll look at most of the cigarette ads today, you'll find they are stressing enjoyment and pleasure features now, and making no health claims. Camel, for example, emphasizes that more people smoke that brand; Chesterfield's line is satisfaction; Lucky Strike hits taste."

Executives of R. J. Reynolds, Liggett & Myers, Philip Morris and others, echoed this sentiment. PM's George Weissman, vice president and assistant to the president, pointed to his firm's emphasis "on the fine vintage tobacco that goes into our product." E. A. Darr, president of R. J. Reynolds, said in Winston-Salem, N. C., that his firm is not now "using any of the claims" that would be forbidden in the advertising of Reynolds' Camel or Winston brands.

A spokesman for Hill & Knowlton, New York, public relations counsel for the tobacco industry research committee, which is investigating the relation between health and smoking, would not comment on the FTC report. B•T was told "this is not within our purview."

The FTC's new suggested standards for cigarette advertising were set forth last week in a letter to cigarette companies by Charles E. Grandey, director of the Commission's new bureau of consultation. He said:

"Recent scientific developments with regard to the effects of cigarette smoking have increased the Commission's interest in advertising claims made for such products and have increased its responsibility under the law to prevent the use of false or misleading claims."

He requested the companies to furnish comments and suggestions on the nine proposed standards and said the Commission believes the industry would agree that this was a favorable time to call a "voluntary cessation" to every questionable claim and implication in such advertising.

FTC's suggested standards for cigarette advertisements:

(1) Should not represent directly or by implication that cigarette smoking in general or the smoking of any brand of cigarette is beneficial to health in any respect,

(2) Should not represent directly or by implication that cigarette smoking in general or the smoking of any brand of cigarette is (a) not harmful or (b) non-irritating,[1]

(3) Should not represent directly or by implication, including illustrations, that by virtue of its ingredients, method of manufacture, length, added filter, or for any other reason the smoke of any brand of cigarette contains less nicotine, tar, resins or other deleterious substances unless such representation is supported by impartial scientific test data, which are current at the time of dissemination of the claim, and which conclusively prove the existence of the claimed differences to a significant degree, and the claim is limited to the particular deleterious substance or substances,

(4) Should not refer to (a) the throat, larynx, lungs, nose, or other part of the body (b) digestion (c) energy (d) nerves or (e) doctors,

(5) Should not use any word, term, illustration, or combination thereof, in such a way as to represent or imply medical approval,

(6) Should generally be limited to the subjects of quality, taste, flavor, enjoyment and other similar matters of opinion,

(7) Should make no comparative claim regarding the volume of sales of competitive brands or the purchase of particular types, qualities or grades of tobacco unless such claim is based on verified current information,

(8) Should contain only genuine testimonials which represent the current opinion of the author who currently smokes the brand named.
NOTE: By publishing any testimonial the advertiser makes all of the direct and implied representations contained therein and all of the standards herein listed apply thereto.

(9) Should not contain claims amounting to false disparagement of other cigarette manufacturers or their products.

[1] The use of words which do not have a clear and well understood meaning to the public in connection with cigarette smoking, such as "smooth" and "soothing," are deemed to imply lack of harmful or irritating effects.

R. J. Reynolds Sets Up Network, Spot Drives

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C., will use four network television programs, seven network radio shows and a heavy national radio and television spot schedule to promote its Camel, Winston and Cavalier cigarettes as well as Prince Albert smoking tobacco during the 1954-55 advertising campaign.

Winston cigarettes sponsors *The Hunter*, starring Keith Larson, Sundays on 50 NBC-TV stations.

Camel cigarettes for the seventh consecutive year will sponsor John Cameron Swayze's *Camel News Caravan*, five times weekly on 79 NBC-TV stations. Camels will also sponsor

SELL SUNDAY'S SINNERS

. . there are more of them!

THE preacher laments not so much the black sheep of his flock as the grey come-in-a-whilers who burst his church at the seams come Easter, Thanksgiving and Christmas.

To round them up he takes to the air. Since most advertisers shy from Sunday mornings like poison ivy, station managers write off the time to public service, and offer their own prayers of thanks for something to fill their logs.

Around Dallas, any way you turn the dial, you're in church . . . unless you tune WFAA.

No sinner likes to be reminded of his sins, so we give 'em news and music on Sunday mornings. Being the only station that bothers no one's conscience, we've gathered a sizeable, appreciative audience.

If you've a product for Sunday sinners, you'll find them in our pen. Any Petry man can point out choice availabilities . . . at buttons-in-the-collection-plate rates.

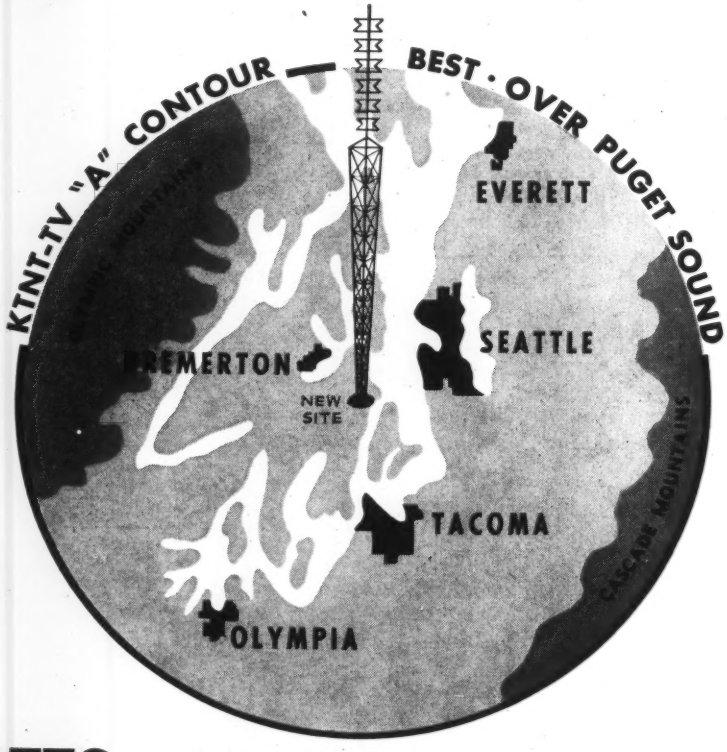
ALEX KEESE, Station Manager
GEORGE UTLEY, Commercial Manager
EDWARD PETRY & CO., National Representative
Radio Service of The Dallas Morning News

WFAA
820 · 570
50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC • TQN

The Word Gets Around .... Buy Puget Sound

OF ALL
PUGET SOUND
TELEVISION STATIONS
ONLY
KTNT-TV
CHANNEL ELEVEN
COVERS ALL 5*
IN ITS "A"
CONTOUR

*SEATTLE • TACOMA
EVERETT • BREMERTON • OLYMPIA



KTNT-TV

CHANNEL 11

316,000 WATTS • ANTENNA HEIGHT 1000 FT. ABOVE SEA LEVEL

Quick Facts and Figures of the Puget Sound Market

Population Distribution in KTNT-TV's "A" Contour
(based on 1950 census)

City of Seattle	37.2%
Balance of King County	21.1%
Pierce County (including Tacoma)	22.0%
Balance of area north, west and south (including Everett, Bremerton and Olympia)	19.7%
	100%

INFLUENCE AREA

The *Influence Area* of KTNT-TV includes entire Western Washington, a part of Oregon to the south, and a portion of British Columbia in Canada to the north. This area contains over 1,500,000 able-to-buy people.

IT'S A VIBRANT, GROWING AREA

The entire Pacific Northwest has enjoyed a steady, healthy growth . . . and it is still growing. For example, the combined population gain for the five cities shown in the above map is 28.4% from 1940 to 1950. (U.S. Census)

CONTACT WEED TELEVISION

CBS

For the SEATTLE — TACOMA — PUGET SOUND AREA
"A" Contour Population Over 1,200,000

DUMONT TELEVISION NETWORK

Topper on CBS-TV, starring Anne Jeffreys and Robert Sterling, Fridays, on 110 stations.

Cavalier cigarettes continues *I've Got a Secret* on 110 CBS-TV stations, Wednesdays.

In radio Camels will sponsor Bill Cullen's *Walk a Mile* Wednesdays on the full NBC Network and for the 15th year the *Grand Ole Opry* Saturdays on NBC will be sponsored by Prince Albert smoking tobacco.

Winstons and Camels will sponsor the following programs on Mutual: *The Falcon, Official Detective, Mickey Spillane, Squad Room,* and *Counterspy*.

William Esty Co., is the Reynolds agency.

Fownes Named Vice President At MacManus, John & Adams

HENRY G. FOWNES, director of radio and television for MacManus, John & Adams, New York, has been appointed vice president of the agency and manager of the New York offices, James R. Adams, president of the agency, whose home offices are in Bloomfield Hills, Mich., announced last week.

MR. FOWNES

Mr. Fownes has been director of the radio-tv department since 1950, and will continue to supervise the radio and television accounts, serving among others the Cadillac, Dow Chemical, and Pontiac accounts.

He succeeds Reginald A. Brewer, who retired recently.

MAAN Meets In Chicago, Will Scan Agency Problems

GENERAL agency problems will be discussed by participants in the Midwest Advertising Agency Network when it convenes at Chicago's Sheraton Hotel this weekend.

The meeting, originally slated for Sept. 10-12, was postponed and re-scheduled for Sept. 24-26, with representatives of 12 to 15 Midwest agencies expected to attend. Frank Jaffe, executive secretary of the parent National Advertising Agency Network, will open the Friday sessions.

Grant, Schwenck & Baker, Chicago agency member of the midwest group, will play host at the proceedings, according to Allan J. Copeland, agency vice president. Administrative, tax, marketing and other problems will be discussed. MAAN includes one agency each from a number of midwest markets with billings in the $500,000-$2 million category. The group meets four times a year.

P&G Personnel Realignment

APPOINTMENT of three executives in the overseas division of Procter & Gamble was announced last week. William M. Ittman, formerly general manager of Sabates, S. A., P & G subsidiary in Cuba, transfers to Newcastle-on-Tyne, England, Jan. 1, where he will be managing director of Thomas Hedley & Co., P & G's British subsidiary; Eugene C. Moffatt, manager of P & G's sales service division, Cincinnati, to Sabates, where he replaces Mr. Ittman; D. H. Robinson, who temporarily filled the Hedley post in England, will return to the U. S. for a special overseas assignment.

FOLSOM SEES TV GETTING $1.9 BILLION OF ALL-MEDIA AD EXPENDITURES IN '56

RCA's president tells story of tv's expected growth in address before Mercantile Section of N. Y. Board of Trade.

CONTINUED growth of television as an advertising medium was predicted last week by Frank M. Folsom, RCA president, who estimated that in 1956, television alone would account for $1.9 billion (20%) of total all-media advertising expenditures of approximately $9.7 billion.

Mr Folsom's projection was offered as part of an address last Tuesday before the Mercantile Section of the New York Board of Trade on "Television in Trade and Commerce," in which he traced the development of television from its earliest stages and discussed its impact on the U. S. economy.

He drew on NBC figures and estimates to conclude that television, more and more, is attracting a larger percentage of total all-media advertising expenditure. He said in 1952, tv's share of the all-media total of $7,150,000,000 amounted to $509 million (7%); in 1953, $689 million (9%) of $7,803,000,000 total, and in 1954, $930 million (11%) of an estimated $8.5 billion. Mr. Folsom said it is estimated that in 1955 all advertising will rise to $9.2 billion and that television's share will be $1.3 billion or almost twice its 1953 gross.

"Present NBC estimates of the total all-media advertising expenditures in 1956, both national and local, have been revised upward to an amount exceeding $9.7 billion," Mr. Folsom continued. "And it is believed that television will attract approximately 20% of this total of advertising dollars—or $1.9 billion."

Turning to color tv set manufacturing, Mr. Folsom predicted that by the end of 1957, American families will invest nearly $2 billion for color television sets and by 1958, more than 10 million color sets will be in use. He said he forsees the day when "virtually every American home will have a color tv receiver."

Mr. Folsom said that he expects 350,000 color sets to be purchased this year and next year; 1,780,000 in 1956; 3,000,000 in 1957, and 5,000,000 in 1958.

Despite the imminence of large-screen color receivers, Mr. Folsom contended that sale of black-and-white sets this year would reach a record high.

Color Production Expectation

Mr. Folsom noted that from the standpoint of economic gain, the production of color receivers will require "a mountain of raw material," saying:

"Our experts in such matters have informed me that 10 million color sets would use more than 350,000 tons of wood, 175,000 tons of steel, 5,000 tons of brass, 3,500 tons of solder, 3,000 tons of copper, 2,500 tones of zinc, and enough glass, plastics and miscellaneous materials to bring the total well over one million tons—or two billion pounds."

Mr. Folsom reminded his audience that to make this potential a reality, there must be parallel progress in broadcasting and manufacturing. RCA and NBC have kept this in mind, he said, claiming that expenditures in establishing black-and-white television reached $50 million "before a single dollar of profit returned." He added that RCA and NBC already have spent $50 million in color television research and development, manufacturing and broadcasting.

"As one of the major steps in its drive toward a full national color television broadcast service," Mr. Folsom said, "NBC now is developing additional studio facilities which soon will permit the production of 12 to 15 hours of live color programs weekly. This will enable NBC, at capacity, to schedule more than 500 hours of color programming through fall and winter, and will give the network color broadcast facilities surpassing by at least 300% those of any other network."

Mr. Folsom characterized 1954 as "a good year" for the radio-tv and electronics industry, adding that business has been "much better during the first nine months than was generally anticipated earlier in the year." In this connection, he observed that sales of products and services of RCA and subsidiaries had attained an all-time record volume of $444,369,000 during the first six months of 1954, exceeding by 8% the previous peak, established for the first half of 1953. Net profit for the six-month period, Mr. Folsom continued, amounted to $19,268,000, as compared with $18,185,000 in 1953.

SUNBEAM TV BUDGET BETWEEN $4-5 MILLION

Color tv along with general appeal of television cited by Perrin-Paus as reasons for putting emphasis on medium.

THE FAR-REACHING sales appeals of television generally and color tv in particular in the home appliance field have induced the Sunbeam Corp., Chicago, to increase its advertising budget for television from about $800,000 in the 1953-54 season to an estimated $4-5 million for the current year.

This estimate of the value placed on tv for appliances was provided to B•T last week by Elliot Saunders, manager of the New York office of Perrin-Paus Co., Chicago, agency for Sunbeam, following the company's co-sponsorship (with Hazel Bishop) of the first Sunday

DECISION-MAKERS who elected to go "all out" for color tv in Sunbeam's current advertising budget are Earl Perrin (l), president of Perrin-Paus Co., agency for Sunbeam, and A. E. Widdifield, Sunbeam vice president for advertising.

color "spectacular" on NBC-TV on Sept. 12. Sunbeam will co-sponsor the Sunday night "spectaculars" on a once-a-month basis.

The decision to go "all out" for color television, according to Mr. Saunders, originated with A. E. Widdifield, vice president in charge of advertising for Sunbeam, and Earl Perrin, president of Perrin-Paus. They reasoned, Mr. Saunders said, that color would add a "super dimension" to television and be particularly appropriate for Sunbeam products that are sold substantially on "eye appeal."

Some of the products that will be exposed on the "spectaculars" on a rotating basis are Sunbeam's "Coffee Master," "Automatic Frying Pan," "Percolator," "Mix Master," "Junior Mix Master" and "Master Radiant Heat Toaster." Mr. Saunders said the products will be demonstrated "in action" such as toasting bread, frying chicken, mixing dough and other cooking functions, and accordingly should have "a tremendous impact in color."

During the 1953-54 season, Sunbeam sponsored the *Ethel and Albert* show on NBC-TV and also purchased a schedule of spot announcements on *Home*, when that program was launched on NBC-TV. Sunbeam will continue sponsorship of *Ethel and Albert*, increase the number of its participations on *Home*, and has added the "spectaculars."

Mr. Saunders explained it is the plan of Sunbeam's advertising department to use television, as it has used publications, to reach all types of people. It is believed, he said, that *Ethel and Albert* will appeal to "a loyal, weekend, stay-at-home public" and *Home* to the housewife. The "spectaculars" are designed to push Sunbeam's messages to a large number of markets throughout the country on a day and time when millions of viewers are using their television sets.

"In this way," Mr. Saunders commented, "Sunbeam hopes to achieve a balanced program that will expose its products to specialized audiences, as well as a mass market."

SPOT NEW BUSINESS

Maytag Co. (home laundry equipment), Newton, Iowa, will launch radio spot campaign in about 40 markets as part of fall advertising program with spots ranging upward of 29 per week per station in select dealer markets. Agency: McCann-Erickson, Chicago [B•T, Sept. 13].

Potter Drug & Chemical Co. (Cuticura ointment), Malden, Mass., resumes radio spot announcement campaign in 25 markets on Oct. 4. Agency: Atherton & Currier, N. Y.

Lever Bros. Ltd. (margarine), Toronto, to sponsor *On Stage* live on seven Canadian tv stations (Wed., 9:30-10 p.m.) starting Sept. 29. Program will be carried on film by 16 other Canadian stations. Agency: Young & Rubicam Ltd., Toronto.

NETWORK RENEWALS

Goodyear Tire & Rubber Co., Akron, Ohio, renews alternate-week sponsorship of *Television Playhouse* (NBC-TV, Sun., 9-10 p.m. EDT), effective Oct. 10 to Sept. 25, 1955. Agency: Young & Rubicam, N. Y.

Hazel Bishop Inc., N. Y., renews *This Is Your Life* (NBC-TV, Wed., 10-10:30 p.m. EDT). Agency: Raymond Spector Co., same city.

A&A PEOPLE

Daniel W. Foster, director and senior vice president, Henri, Hurst & McDonald Inc., Chicago, to Russel M. Seeds Co., same city, as vice president and account executive; **Donald Barker Lockett,** formerly tv director and copywriter, Harold Walter Clark Inc., Denver, to copy staff, Seeds agency.

Robert E. Lovett and **James A. Dean** to Boylhart, Lovett & Dean Inc., L. A. (formerly Boylhart-O'Connor).

Holder M. Collier, Bankers Life & Casualty Co., Chicago, to Grant, Schwenck & Baker Inc., same city, as vice president.

Vincent J. Curry, BBDO, N. Y., to Warwick & Legler, same city, as account executive.

Joseph Creamer, formerly on staff of MBS and BBDO, N. Y., to Kudner Agency Inc., same city, as member of copy department.

MR. CREAMER

John F. McNeely, owner-operator, Santa Ana, Calif., advertising and public relations firm, to West-Marquis Inc., L. A., as account executive.

Jack Blake Jr., formerly head of own agency, to Kamin Adv. Co., Houston, Tex., as account executive.

Kay Knight, radio-tv timebuying dept. head, Arthur Meyerhoff & Co., Chicago, to W. D. Lyon Co., Sioux City office, as account executive.

Eugene A. Nieland, formerly with Russell Miller Milling Co., Minneapolis, to David Adv. Agency, St. Paul, as account executive; **Quentin J. David Jr.** appointed production manager of agency.

Charles E. Coe, assistant vice president, National Assn. of Mfrs., N. Y., to Campbell-Ewald Co., Detroit, as assistant account executive.

Gene McKeough to Beaumont & Hohman Inc., Chicago, as assistant account executive.

MR. KOBRES

Bernard L. Kobres, formerly sales manager and assistant manager, WETV (TV) Macon, Ga. (now WNEX-TV), appointed radio-tv director, Henry Quednau Inc., Tampa, Fla.

Edward C. Jones to Barlow Adv. Agency Inc., Syracuse, N. Y., as director, radio-tv dept., succeeding **B. J. Stapleton,** who becomes account executive.

Cliff Prodger, editor, *Western Automotive Journal*, L. A., and **Charles Gumberg,** tv director, Kuttner & Kuttner Inc., Chicago, to W. H. Hunt & Assoc., L. A., as publicity director and radio-tv dept. manager, respectively.

Robert S. Jones, formerly with Elroy McCaw stations, to Sidney Garfield & Assoc., S. F., as radio-tv dept. head and merchandising director; **Edith Curtiss,** formerly media director, Rhoades & Davis, S. F., to Sidney Garfield in same capacity; **James E. Ficken,** formerly copy chief, Frederick E. Baker & Assoc., Seattle, to agency as copy director.

Phil Hamburger, formerly head of own public relations firm, to Dick Laughlin & Assoc., Houston, Tex., as director of public relations.

J. G. Beardsley appointed head of creative and copy dept., Ewell & Thurber Assoc., Chicago.

Newton C. Cunningham, N. W. Ayer & Son, Phila., appointed associate director, plans-merchandising dept.; **Gene Reichert,** freelancer, to radio-tv dept., N. Y. office, as copywriter; **Grant V. Frazier,** formerly teacher, Tilton School, Tilton, N. H., to education dept., Phila.; **William H. Hemp** to outdoor dept., Philadelphia.

Alan B. Cullimore, formerly with J. Arthur Rank Ltd. (British and Canadian film organization), to F. H. Hayhurst Co., Toronto, as tv writer-producer.

Dorothea Wormser, copywriter, Wm. Filene's Sons Co. (specialty store), Boston, to copy dept., Harold Cabot & Co., same city.

Keith Connes, formerly with Kling Studios Inc., Chicago, to Young & Rubicam Inc., N. Y., as radio-tv commercial copywriter.

James A. Pilling, advertising dept., Plymouth Electric Co., New Haven, Conn., to E. J. Lush Inc., same city, as copywriter.

Willard S. Smith, Maxon Inc., N. Y., to radio-tv dept., Brooke, Smith, French & Dorrance Inc., Detroit.

Thomas F. Brennan, Ruthrauff & Ryan, N. Y., to Kudner Agency, same city, as copywriter.

Ben Duffy, president, BBDO, N. Y., appointed general chairman, Brotherhood Week, Feb. 20-27.

Duncan Cameron Menzies elected president, general manager and a director, Servel Inc. (electric and gas appliances), N. Y., succeeding **W. Paul Jones,** who becomes vice chairman of board.

Whitney Drayton, chairman, management committee, Hunt Foods Inc., Fullerton, Calif., elected vice president.

H. R. Johnston Jr., account executive, BBDO, Minneapolis, to Toro Mfg. Corp. (power lawn mowers), same city, as advertising and sales promotion manager.

Fred D. Dwyer, vice president, Ingalls-Miniter Co. (advertising), Boston, to O'Donnell-Usen Fisheries Corp. (Taste-O'Sea fish foods), same city, as advertising and sales promotion manager.

Robert M. Wilson appointed manager of advertising and public relations dept., Northern Trust Co., Chicago.

MR. MERCER

Guy Mercer, vice president, Clinton E. Frank Inc., Chicago, appointed executive vice president; **M. W. Grinstead,** account executive, and **Robert E. Blackburn,** creative director, appointed vice presidents; **Will Blackett Jr.,** formerly with Grant Adv., Chicago, to agency as account executive; **Louis E. Schueler,** Toni Co., Chicago, to agency as research director; **William J. Maloney,** radio-tv supervisor, Foote, Cone & Belding, N. Y., to agency as assistant account executive.

In the tri-state area known as the Ark-La-Tex

SHREVEPORT

Louisiana

IS THE MAJOR TELEVISION MARKET

. . . with a consumer spendable income of $367,597,000. PULSE PROVES that precedent-setting KSLA . . . Shreveport's FIRST and ONLY television station . . . DOMINATES Shreveport and its home parish with

78% of the TV audience daytime!
(1:00-6:00 P. M.)

84% of the TV audience nighttime!
(6:00-12 MID.)

PLUS . . . The top 15 Ark-La-Tex once-a-week shows!
The top 10 Ark-La-Tex multi-weekly shows!

Fringing the outskirts and getting to the heart of a market are two different things. Here's proof that to sell the Shreveport TV audience you must buy the SHREVEPORT TV STATION. . . .

KSLA

SHREVEPORT, LOUISIANA

Channel 12

Affiliated with
● NBC ● CBS ● ABC ● DuMONT

Caddo Parish Telepulse Aug. 2-8, 1954

Represented by

PAUL H. RAYMER CO., INC.

New York
Chicago
Detroit
Dallas
San Francisco
Hollywood
Atlanta

NOW ON THE AIR!

THE MOST POWERFUL TV STATION IN NORTH AMERICA

CHANNEL 9 CKLW-TV

DUMONT and CBC

325,000 WATTS

National Representative: Adam Young Television Corporation

CKLW-TV DETROIT

GUARDIAN BUILDING

J. E. Campeau
President

TPA Expects Gross Of $9 Million in '54

COINCIDENT with the end of the first year of operations of Television Programs of America Inc., New York, Milton A. Gordon, president, announced last week that the 70,000th half-hour of programming produced and sold by TPA this past season will bring the company a $9 million gross by the end of 1954.

Elaborating on Mr. Gordon's statement, Michael M. Sillerman, executive vice president of the company, said that TPA has sold its six programs in an aggregate total of 880 markets. The company products include *Lassie, Ramar of the Jungle, Your Star Showcase, Ellery Queen, The Edward Small Features* and *The Halls of Ivy.*

Commenting on TPA's first year of operation, Edward Small, chairman of the board, predicted that "our second year programs, which we will announce in a few months, will greatly strengthen the company's number one position in the television film business."

Messrs. Gordon and Sillerman said that an extensive expansion program is planned for TPA's second year, under which outstanding producers and directors will be used on company products and the sales staff will be increased from 40 to about 100 by September, 1955.

DISCUSSING the recent Television Programs of America transaction which consummated what is described as "Canada's largest single tv program sale," are (l to r): Lloyd Burns, general manager of Telepix Movies Ltd.; H. Kurt Blumberg, assistant vice president of TPA, and Michael M. Sillerman, TPA executive vice president. The film sale involved *Your Star Showcase,* which was purchased in 10 markets by the Maple Leaf Milling Co.

Ziv Issues Progress Report On International Division

PROGRESS REPORT on the first year of operation of Ziv Television's international operation was issued last week, highlighted by the announcement that its staff had jumped from five to 67 persons.

It was announced that Ziv had opened sales offices in Mexico City, San Juan, Bogota and Caracas. Additional offices are planned for Brazil and Argentina. Ziv's international activities presently are concentrated in Latin America, it was pointed out, but plans are underway for expansion into Europe and the Far East.

Programs that recently have been sold in Latin America, the announcement said, are *Cisco Kid,* to Radio CTV Caracas and Bogota's Radio Nationale; *Mr. District Attorney,* to XHTV (TV) Mexico City and Radio CTV; *Unexpected,* to CMBF-TV Havana and Radio CTV, and *Yesterday's Newsreel,* to CMBF-TV, WKAQ (TV) San Juan and Bogota's Radio Nationale, and *Favorite Story,* to Radio CTV.

Ziv Television announced that Millard Segal has been named International Div. sales manager. Previously he was associated with Canadian broadcasting interests, and earlier had been with WLW Cincinnati.

Multi-Market Purchases Raise 'Corliss' Total to 103

TOTAL markets on Ziv Television's *Meet Corliss Archer* film series have reached 103, it was announced last week by M. J. Rifkin, vice president in charge of sales for the company. Program, which was offered for sale five weeks ago, has been on the air in several markets for two weeks, he said.

Mr. Rifkin said some of the recent sales were made to advertisers who previously had purchased the show in certain markets and now have added others. These include V. La Rosa & Sons Inc., Brooklyn, N. Y., which has added New Haven to its original purchase of Boston; Brown & Gealy, Tacoma, Wash., which has augmented its buy in 10 west coast cities with Portland and Yakima, and Safeway Stores Inc., Oakland, Calif., which had bought the show for Washington and Harrisonburg, Va., has added Billings, Mont.

'Liberace Show' Signed For 217 Tv Stations

GUILD FILMS Co., New York, announced last week that 217 tv stations have signed for the filmed *Liberace Show,* claiming the figure "shatters all existing records for any television series signed up on so many stations at one time."

The program is carried on stations throughout the U. S., Hawaii, Alaska, Canada, Venezuela and Cuba. A Guild Films spokesman said it has "upwards" of 140 different sponsors, with the largest regional advertiser, the Bowman Biscuit Co. of Denver, presenting the program in 13 markets.

Mullen Named Eastern Sales Head For ATPS

APPOINTMENT of William P. Mullen as eastern sales manager of Advertisers' Television Program Service Inc. was announced last week by Maurie Gresham, vice president and general manager. Mr. Mullen will headquarter at ATPS' New York sales offices which will be opened tomorrow (Tuesday) at 15 E. 48th St., Mr. Gresham said.

The syndicate firm, which is releasing *Mr. and Mrs. North* and other tv shows, meanwhile reported six new fall sales to stations of the *North* series. Mr. Gresham said other series, now being prepared, will be distributed in 1955. Mr. Mullen formerly was associated with Transfilm Inc. and before that with CBS-TV and the William Morris agency.

FILM PRODUCTION

Atlas Film Corp., Oak Park, Ill., will film "See For Yourself" for Anheuser-Busch Inc., St. Louis, starring John Smith, Arthur Space and Helene Marshall.

Capital Film Laboratories Inc., Washington, is filming this month "The Oresteia" (Greek trilogy) for Educational Television & Radio Center, Ann Arbor, Mich., and Old Dominion Foundation of New York City, at Randolph-Macon Woman's College, Lynchburg, Va., to be distributed to educational and commercial tv stations, theatricals and non-theatricals (universities, schools, colleges and art theaters).

Transfilm Inc., N. Y., has produced 90-second animated film for Community Chests and Councils of Americas for tv and theatre showing this fall on behalf of annual Community Chest, Red Feather and United Fund campaigns.

RANDOM SHOTS

A.T.V. Film Productions Inc., N. Y., has leased one-story building to be utilized for additional studio space for tv commercial and program production.

Air Programs Inc., N. Y., announces that its *Junior Journal of the Air* program is featured in September issue of *Seventeen* magazine. Program is being offered on licensing basis to local sponsors or radio and tv stations.

FILM PEOPLE

Hugh L. Bearg, formerly with moving picture organizations, to sales staff, S. W. Caldwell Ltd. (tv film producers and distributors), Toronto.

Frankie Laine, star of Guild Films Co.'s *Frankie Laine Television Show,* summoned to perform before England's Queen Elizabeth and Duke of Edinburgh Nov. 1.

Claims Boost for Film

TELEVISION film had an ardent booster last week in the person of Michael M. Sillerman, executive vice president of Television Programs of America Inc., New York. Mr. Sillerman took pen in hand to drop a note to advertisers and agencies, claiming that results of the television "spectacular" (*Satins and Spurs*) over NBC-TV on Sept. 12 and of the filmed *Medic* series on the same network last Monday proved the advantages of film to the advertiser.

He termed the *Satins and Spurs* program "a bust" and the filmed *Medic* series "a tremendous vehicle" for the advertising messages of the Dow Chemical Co., its sponsor. Though Mr. Sillerman acknowledged there should be an area in television where the experimental programming can be tested, he added: "But I strongly doubt whether the advertisers should be required to underwrite these adventures. Anybody who has a feeling for the theatre—and a trace of sporting blood—can find plenty of opportunities to play the role of 'angel' with his private funds. When it comes to investing company dollars, I have the old-fashioned idea that the customer should be able to see what he is getting for his money." He claimed that with film a client knows what he is going to get and what it will cost.

NARTB DISTRICTS 2 AND 3 RE-ECHO DETERMINATION TO FIGHT PRESSURES

Unity theme stressed at Lake Placid and Pittsburgh follows pattern of earlier district meetings which also vowed to fight public and private groups tossing rocks at radio and tv.

NARTB's annual roundup of district meetings fell into a grim pattern as the schedule entered its third week today (Monday).

The pattern was serious from both a national and local standpoint as radio and tv broadcasters in six mid-Atlantic states were warned that public and private pressures against the industry are piling up at an unprecedented rate. Meeting Monday-Tuesday at Lake Placid, N. Y. (District 2, N. Y., N. J.), and Thursday-Friday at Pittsburgh (District 3, Pa., Del., W. Va., Md.), they pledged a common fight for survival, carrying out the unity campaign begun the previous week when the annual series of NARTB district sessions opened in Boston.

Two new developments occurred at last week's meetings. First, New York State broadcasters decided to organize a state association. Second, Pennsylvania Assn. of Broadcasters, a long-established group, voted to open an office in Harrisburg, state Capital, with legal counsel and a permanent secretary.

The second week of meetings included specialized workshop talks on radio and television by guest broadcasters from other districts. NARTB President Harold E. Fellows was flanked by three headquarters executives—Ralph W. Hardy, government relations vice president; Charles H. Tower, labor relations manager, and John F. Meagher, radio vice president. Handling organizational phases of the meetings were William K. Treynor, station relations manager, and William Carlisle, field representative.

Heavy emphasis was placed on radio's problems last week conforming to the New England session. Worth Kramer, WJR Detroit, guest radio speaker at Lake Placid, stoutly defended the medium's impact and future while taking a series of swings at surveys and the damage they do the aural medium. (see story page 42).

Howe Address

Radio still can look forward to its "golden age," delegates at Pittsburgh were told by James L. Howe, WCTC New Brunswick, N. J., also operating southern stations. That age will come, he predicted, if broadcasters know their markets and serve information and intelligence tailored to the area. He contended every station should thoroughly examine its audience as a means of program guidance whereas Mr. Kramer focused his anti-survey comments on assorted program ratings.

The radio discussions last week included new figures presented by Mr. Tower. They showed local and spot radio rising steadily with the advent of tv in 1949, with network radio dropping through this period. The local-spot upsurge led aural broadcasting to new high levels each year, despite television and despite the downward trend in network radio.

A feature of the Lake Placid meeting was the suggestion by FCC Comr. John C. Doerfer that Sec. 315 of the Communications Act, covering political broadcasts, should be revised if it proves unworkable to the broadcasters (see story page 46).

Harold Essex, WSJS-TV Winston-Salem, N. C., guest television speaker at last week's meetings, predicted that color will come sooner than many industry leaders expect (see Lake Placid story). He cautioned those entering tv that many will face severe financial problems.

This week the meetings move to the Southeast. District 4 (Va., N. C., S. C., D. C.) meets today (Monday) and tomorrow at the Cavalier Hotel, Virginia Beach, Va., with James H. Moore, WSLS-AM-TV Roanoke, Va., presiding as district director.

District 5 (Ala., Fla., Ga., P. R.) meets Thursday-Friday at the Daytona Plaza Hotel, Daytona Beach, Fla., with John Fulton, WQXI Atlanta, as district director.

GUEST SPEAKERS at NARTB's Dist. 2 sessions at Lake Placid, N. Y., were Harold Essex (l), WSJS-AM-TV Winston-Salem, N. C., on television, and Worth Kramer, WJR Detroit, on radio.

Dist. 2 Delegates Pledge Higher Station Standards

BROADCASTERS must work together in the common fight on behalf of their reportorial rights and against restrictive laws, NARTB District 2 (N. Y., N. J.) delegates agreed at their Monday-Tuesday meeting held at Lake Placid Club, Lake Placid, N. Y.

They pledged themselves to maintain high standards of management responsibility and programming as a means of warding off attempts to impose crippling laws on radio and tv broadcasting. The delegates adopted resolutions calling for unity and high standards as well as a third resolution commending NARTB for leading the fight on behalf of the industry.

With 109 in attendance, District 2 held what delegates called their most successful meeting in history, lauding E. R. Vadeboncoeur, WSYR-AM-TV Syracuse, for his leadership as district director.

Guest industry speakers—Worth Kramer, WJR Detroit, for radio, and Harold Essex, WSJS-TV Winston-Salem, N. C., for television—discussed problems of their respective media. Mr. Kramer called on radio delegates to fight the use of unfair rating formulas by timebuyers, and stations themselves (see story page 42). Mr. Essex traced the trials and hazards of a tv applicant from the planning stage through to the first on-the-air thrill and the ensuing commercial worries (see below).

The District 2 meeting included talks by NARTB President Harold E. Fellows and other staff members; discussion of regulatory problems by FCC Comr. John C. Doerfer (see story page 46) and two panels—one on right of access to public hearings and another on tv operating problems. A business huddle followed the Monday afternoon radio session.

Mr. Essex recounted the heartaches of tv construction. "Then one morning you wake up and find that your test pattern is on the screen and it looks beautiful. Then, indeed, 'seeing is believing'," he said. "Next you work your ears off for a while and finally you begin to get some business rolling."

He warned that some of the 400 tv stations "plus a potential of another couple of hundred or more, to come within the next year or so, will find the going a little rough." He continued, "Certainly a cp for a television station does not carry with it a key to Fort Knox, which is contrary to public belief."

Color will come "a lot earlier than people

PART OF LINEUP of New York broadcasters attending the Dist. 2 meeting at Lake Placid were (l to r): Erv Lyke, WVET Rochester; Mike Hanna, WHCU Ithaca; Bill Fay, WHAM Rochester; Paul Adanti, WHEN Syracuse, and Glover DeLaney, WHEC Rochester.

District Commissioners
Renah F. Camalier, Samuel Spencer and
Brig. Gen. Louis W. Prentiss

Public service sells goods...on WWDC!

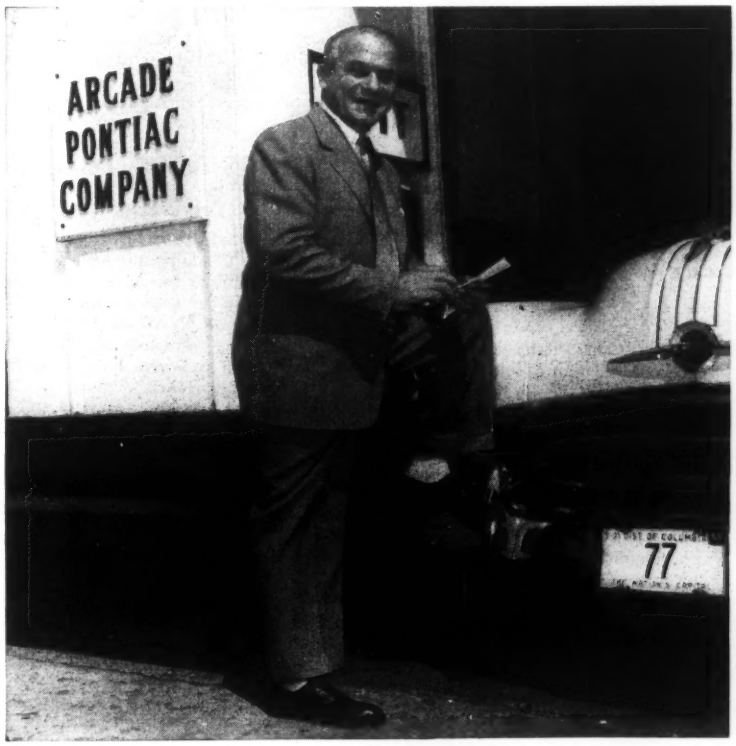
"...best radio buy I ever made!"

—says JACK BLANK, sponsor of "REPORT TO THE PEOPLE"

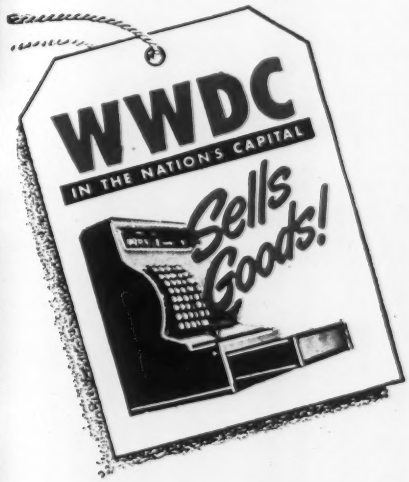
The biggest Pontiac dealer in greater Washington—Arcade Pontiac—started sponsoring "Report to the People" (through Kal, Ehrlich & Merrick) three years ago. It's really a public service show featuring the three District Commissioners on a rotating basis. They discuss district problems and answer off-the-cuff questions from reporters.

Year after year this show sells Pontiac automobiles for Mr. Blank. Every show sells on WWDC! WWDC can sell for you, too, in the always-rich market of Washington, D. C. Let your John Blair man tell you the whole WWDC story.

Jack Blank of Arcade Pontiac



The "results" station in WASHINGTON, D. C.



REPRESENTED NATIONALLY BY
JOHN BLAIR & CO.

SAMPLING hors d'oeuvres during the Dist. 2 meeting at Lake Placid, N. Y., are (l to r): Ed Wilder, Gates Radio Co.; Joe Bernard and Van DeVries, both WGR-AM-TV Buffalo; W. W. Carter, WTRY Troy, and George Fields, RCA Thesaurus.

think," Mr. Essex said. He urged all new telecasters to equip for color in the beginning. "I feel they'll find it the economical thing to do in the long run," he said, "because they're going to have to be in color if they stay in business so there's no point in going in with only black-and-white equipment only to find that color will have to be added shortly."

Taking part in the tv panel, besides Mr. Essex, were Joe Bernard, WGR-TV Buffalo; George Dunham, WNBF-TV Binghamton; Mr. Fellows; Charles H. Tower, NARTB labor relations manager-economist; Director Vadeboncoeur, and William Fay, WHAM-TV Rochester, who served as moderator.

Participants in the panel on the right of radio-tv to report public proceedings were Director Vadeboncoeur, moderator; Paul Porter, Washington radio attorney and ex-FCC Chairman; Rudolph Halley, New York attorney who was counsel to the Kefauver Committee; Jack Gould, CBS information adviser, and Ralph W. Hardy, NARTB government relations vice president. Messrs. Porter and Halley debated the negative side.

'Cautious Approach'

Mr. Porter agreed radio-tv should have equal right with newspapers to report public hearings but urged a "cautious approach." He discussed problems centering around what events should be covered, and in what detail, along with sponsorship angles.

Mr. Halley said there must be "a point of stoppage" but he did not feel radio-tv interfered with a witness' right of privacy since that right is lost by the very nature of his role. He conceded radio-tv reporting can be done unobtrusively though their presence may influence the answers of a witness. He noted that newspapers do not cover some proceedings, adoption hearings for example.

Mr. Hardy opposed the cautious approach and said the industry must stand up and fight for its journalistic rights. Mr. Gould called radio-tv coverage of the 1954 political convention "the greatest piece of journalism in the nation's history." He said the electronic media are under no responsibility to cover a hearing in full, adding that the *New York Times*, which he left recently as radio editor, did not cover the McCarthy hearings in full.

Best Days of Radio Are Ahead, Dist. 3 Told

RADIO is "running scared" but is still looking forward to its best days, and fast-growing tv will find financial troubles along the road, over 100 NARTB District 3 broadcasters were told at their Thursday-Friday meeting, held at the William Penn Hotel, Pittsburgh.

George H. Clinton, WPAR Parkersburg, W. Va., set the theme for the association's unity fight when he opend the meeting in his role as district director. Mr. Clinton described "the heat that has been turned on the industry" and called for self-protection as pressure groups wage their destructive campaigns.

James L. Howe, WCTC New Brunswick, N. J., was radio guest speaker Thursday, following NARTB staff expositions of problems facing broadcasters. Harold Essex, WSJS-TV Winston-Salem, N. C., spoke Friday noon as tv guest speaker.

NARTB President Harold E. Fellows addressed a joint Thursday luncheon of NARTB delegates and the Pittsburgh Radio & Television Club. He spoke again Friday morning, giving the district a report on industry developments and association activity.

Friday Tv Panel

A television panel Friday afternoon was moderated by Mr. Essex. Appearing with him were Clair R. McCollough, Steinman Stations; George D. Coleman, WGBI-TV Scranton, Pa.; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., and Joe L. Smith Jr., WKNA-TV Charleston, W. Va.

Director Clinton named the following to the resolutions committee: Roy E. Morgan, WILK Wilkes-Barre, Pa., chairman; Joseph Connolly, WCAU Philadelphia; Howard W. Maschmeier, WFIL-TV Philadelphia; Harold Lund, WDTV (TV) Pittsburgh, and Walter Patterson, WHAR Clarksburg, W. Va.

Mr. Howe told District 3 "there is nothing new about this radio scare stuff." He recalled that when he entered the metropolitan New York area in 1946 with local service he was scared by newspaper prophets who foresaw a quick doom. He was told, too, that "nobody will listen to a local station" and recalled that surveys showed competitive stations and networks in the area "had 297% of the audience." He detailed the trouble he had with fm and then noted television's advent this way: "Now I'm on borrowed time again."

"We're still in business," Mr. Howe said, observing he had added radio operations in North Carolina and Florida. "I've been in grass roots radio 20 years. I like radio because it gives me a sense of accomplishment. A man can do good for somebody else while he does good for himself."

A broadcaster must know his market intimately, Mr. Howe said in advocating frequent surveys designed to guide station programming. Such surveys should show type and number of people, nationality, age, education, hours at home and at work, time away from the city, type of work and similar information, he contended. They will show where the station stands with the audience and what it can do to serve it, and should be used first for programming and secondarily for selling, he advised.

Going into his theme that radio broadcasters must serve their listeners with information and intelligence localized to the area, he warned the medium "should not be a continuous vaudeville show." "Television has grabbed the talent," he said.

The recent comments of Brig. Gen. David Sarnoff, RCA-NBC board chairman, on the "poor existence" that radio networks can anticipate brought this comment from Mr. Howe: "Gen. Sarnoff brought us up to date on the existing state of affairs."

He warned networks they must "do something about their program content," at the same time noting the appearance of such information programs as NBC's new *Road Show*. The network solution lies in broadcasting to the grass roots, he argued, adding, "the networks must meet the program challenge with men who really believe in radio."

Mr. Howe listed radio's value as a public information medium in time of catastrophe and suggested the Conelrad broadcast warning plan may need revision. "Is the necessity for Conelrad as great as it was in 1946, in view of the progress of aerial warfare?" he asked. "Is a re-evaluation called for at this time in view of the fact that the plan prevents 2,000 allocations from being used when people need them most?"

Ratings Can Mislead About Radio—Kramer

RADIO broadcasters are letting competing media hang a 100-pound lead weight on their backs in the race for advertising dollars when they submit to the use of ratings as a sales tool, delegates to the NARTB District 2 (N. Y., N. J.) meeting were told last Monday at Lake Placid, N. Y., by Worth Kramer, WJR Detroit, as radio guest speaker.

In his attack on the unfair use of ratings as a measurement of radio impact, Mr. Kramer said, "If all of the listening in living rooms, recreation rooms, kitchens, bathrooms, bedrooms, screened porches—all of the listening in automobiles, in pleasure craft, in public places—could be truly measured, our job as radio broadcasters would certainly be a cinch."

Taking as his subject, "Radio Never Went Away," he said the medium has refused to be buried alive despite the efforts of "some of its leadership to give it a nice quiet burial." He added, "radio, the 'everywhere medium', never went away."

Mr. Kramer described ratings as "deadly indeed, not only to the individual station but particularly to the medium itself." He said radio's big job as a medium "is to get allocated to radio its rightful share of the advertising dollar." He asked, "How can we expect to accomplish

You'll pardon the expression

. . . but them as has the best reach generally gits. That's why smart advertisers—those who know how to keep goods moving *fast*—put their cash on the line for *spot radio, on key stations.* That cash goes a long way, too. First, it costs a lot less than other advertising; and second, you get your message to just about everybody with just a few good stations. WJR alone reaches 15 million people—some 10 per cent of U. S. buying power. Ask your Henry I. Christal man for details on WJR.

The Great Voice of the Great Lakes

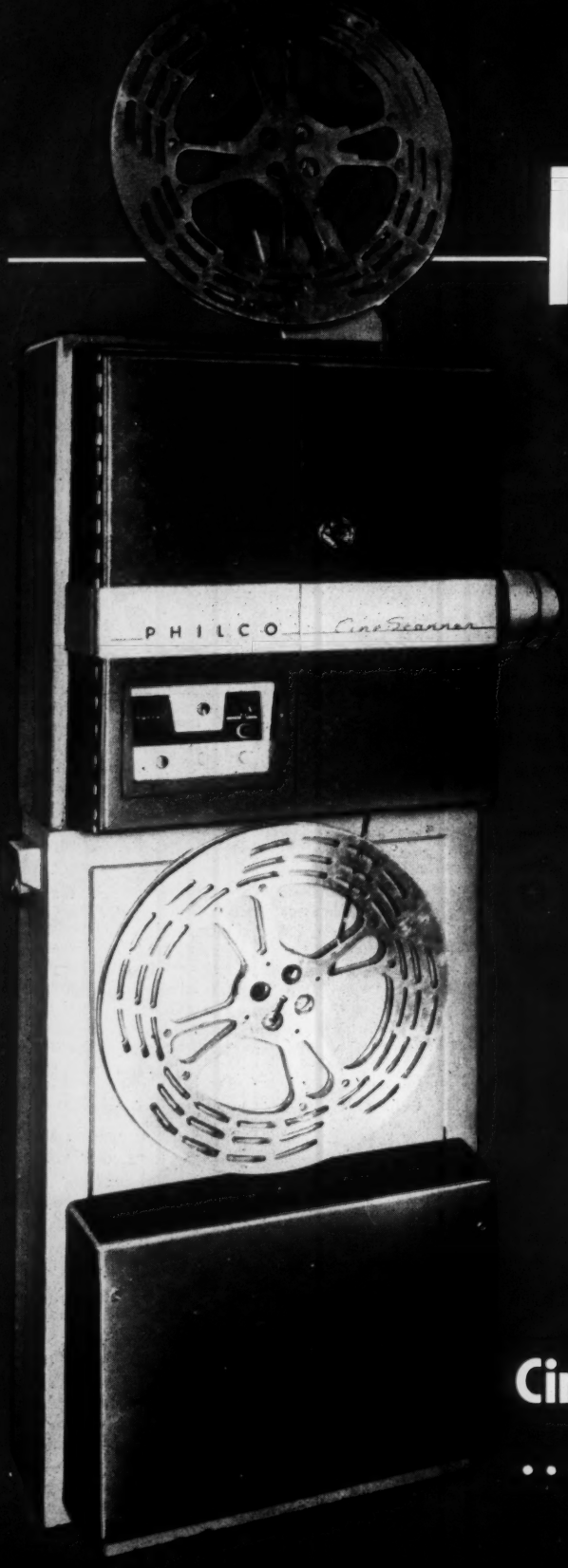
WJR

Detroit

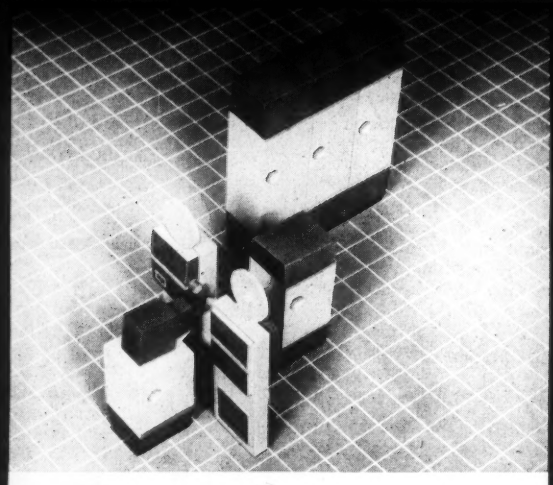
50,000 watts CBS Radio Network

WJR's primary coverage area: more than 15,000,000 customers

Install the PHILCO



This Philco 16mm CineScanner and its companion, the 35mm model, provide the finest film reproduction in either color or monochrome.



Multiplexed arrangement of two 16mm CineScanner film units and automatic dual slide changer for four program sources in color.

CineScanner—superior for monochrome

. . . the only practical method for color!

PHILCO CORPORATION

CineScanner

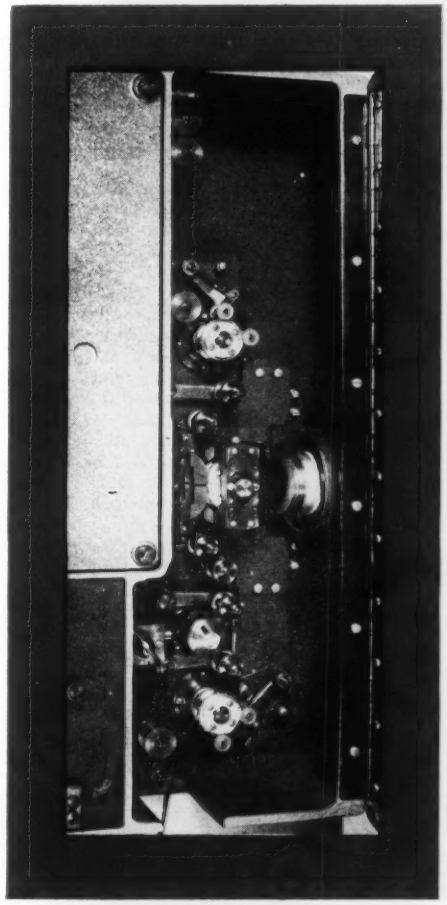
and enjoy modern film telecasting!

- **Smooth, Silent Operation — No Flutter**
- **Preview of all Program Sources**
- **Color and Monochrome, 16MM and 35MM Models**

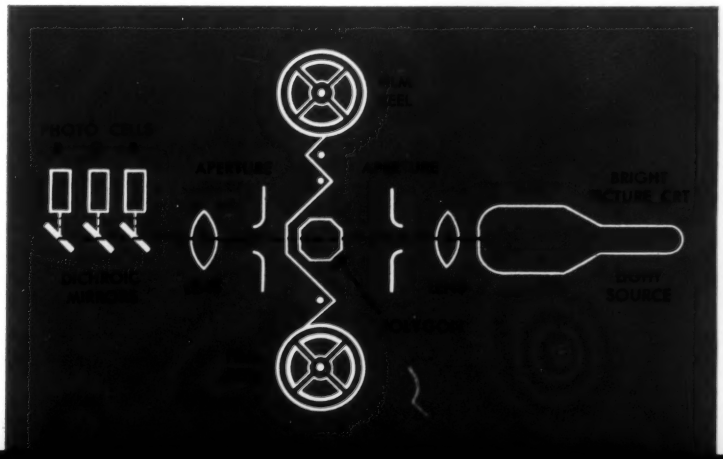
Once you've seen CineScanner operate—witnessed the clear, steady pictures and observed the smooth, silent performance—you will agree it's the only way to televise film—*in monochrome or color!*

There are good technical reasons why: The Philco CineScanner employs flying-spot scanning, a technique never equaled in producing high definition pictures. In CineScanner, there's no hot projection lamp to fail or burn the film. Only source of light is a long life, cathode-ray tube with dependable "cold" light harmless to film. CineScanner employs a special continuous-motion film transport mechanism designed by Philco and built by the Mitchell Camera Corporation of Hollywood . . . no noisy, film-damaging intermittents in the CineScanner! Most important of all to color Broadcasters, CineScanner uses economical photo tubes instead of expensive camera tubes . . . *and there are no color registration problems in CineScanner!*

With the Philco CineScanner, you can start today in monochrome, convert tomorrow to color—with no obsolescence of equipment! Get full technical data on this new and greatly improved method of televising films and slides. Contact Philco, Dept. B•T today.



Interior view of the film unit showing precision film transport mechanism, sound head and the simplicity of the optical system.



Simplified diagram showing the basic principles of CineScanner operation.

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Famous for
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the World Over

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In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario

through ratings when ratings, by their very nature, constrict circulation to a factor of per-program or even minute-by-minute listenership as opposed to the factor of total circulation—the selling tool of other major media?"

He took up the sales formulas of other media in detail, as follows:

"The purveyors of outdoor advertising sell the medium by pointing out the excellence of their locations—the traffic, both pedestrian and car-borne, which flows past these locations. In other words, they sell the total potential—the traffic that 'goes by'—the people who are available or in a position to see the board. They certainly do not count the number of cars which stop before a given billboard location, focus their lights on it, and view it. Yet, radio has trapped itself into doing the equally ridiculous counterpart—providing, through ratings, the supposed actual number of people listening to a given program.

"Newspapers—how do they sell? They sell their total circulation, the excellence of their features, the popularity of their writers, the freshness of their comics, the excellence of their all-around sports and news coverage. No one has heard of a newspaper salesman quoting the readership of a given ad on page 56.

"Let's look at magazines. Advertisers and agencies have been conditioned away from Starch's and other readership statistics—they have little or no influence. I've talked with agency executives and advertisers who frankly state that in buying magazine space readership statistics are given little notice—yet these same people will demand ratings from networks and stations and will go on to spend thousands upon thousands of dollars using ratings as one of the principal justifications of their purchase."

Here Mr. Kramer cited a graphic illustration of the way the rating bugaboo works out. He put it this way, "I made it a point the other week to check up on how *Life* magazine sells its space and was startled to learn that, among other things, they have their salesmen point out to advertisers that *Life* over a 13-week period influences over 62½ million Americans.

"As a salesman I tip my hat to *Life*—parlaying a basic 5 million plus circulation into the influencing of over 62 million people in a 13-week period is a masterpiece of showmanship and salesmanship, but again I venture to say that they didn't accomplish this by even attempting, through readership studies or ratings, to show advertisers the number of people who read or even saw a given ad or a given article in any given issue."

Mr. Kramer recalled a recent local study in which a research firm reported a 5.7 rating on Wednesday for Arthur Godfrey's radio show and 5.8 on Friday.

"This was fine," he said, "except for one thing—due to transmitter trouble the station had not been on the air on Friday."

He called on stations to stick to their card rates, basing them on circulation and ability to penetrate that circulation. He criticized excessive merchandising, questioning its legality, soundness and fairness. He called off-card and package deals "bad business practices."

Speaking again of discouraging remarks about radio by "a most prominent executive in the electronics field," he suggested, "Apparently those 117 million radio sets, most of which he manufactured, are being used as doorstops."

The best guarantee of radio success, he said, quoting John Patt, WJR president, is this creed, "We look upon our station as a giant mirror reflecting constantly the needs and desires of those residing in our service area." He added that the station facility must be used efficiently, with the staff having the best technical tools "to take advantage of radio's natural advantage—speed." He called, too, for development of organization morale.

FCC POLITICAL RULE MUST BE WORKABLE OR UNDERGO REVISION, DOERFER SAYS

Commissioner tells NARTB district meeting that broadcasters' quarrel was with the law, not the rules.

MAYBE if broadcasters can't live with Sec. 315, Congress ought to repeal that part of the Communications Act and substitute a provision that would lay down a "broad rule of fair play, which the Commission could administer," FCC Comr. John C. Doerfer told NARTB members attending the District 2 meeting in Lake Placid, N. Y., last week.

Mr. Doerfer made his proposal at the end of a speech discussing the FCC's new rules concerning equal charges for political time [B•T, Sept. 13]. He said he was aware that many broadcasters were unhappy with the new regulations, but he pointed out that the FCC had no alternative; Congress had passed the law and the Commission had to implement it.

The Wisconsin commissioner said that, as he saw it, the broadcasters' quarrel was with the law, not the rules. He said he knew that many broadcasters were reluctant to provide time to a political candidate because of the complexities of providing equal opportunities to all other candidates. This was particularly true in primary campaigns, he said.

If this trend were to continue, Mr. Doerfer maintained, it would be a greater disservice to the American public than a generalized rule of fair play.

COMR. DOERFER

"Those terms, 'fair play,' or "just and reasonable' have been found by the courts to be sufficient to permit administrative agencies to carry out the regulations," Mr. Doerfer, who was chairman of the Wisconsin Public Utilities Commission before his appointment to the FCC, pointed out. In addition, he said, a series of FCC "case-by-case" determinations would enable broadcasters to know exactly where they stood in questionable areas.

"It appalls me to think," Mr. Doerfer concluded, "that the public or large segments of it may some day be denied the opportunity of hearing and seeing the very people who aspire to be their trustees in government, because of the impracticability of a law which attempts to write the details of what constitutes fair play."

Sec. 315 of the Communications Act provides that when a licensee permits one qualified candidate to use its facilities, it must afford equal opportunities to all other candidates for the same office. It also prohibits the censorship of such candidates' speeches on the air. In 1952, Congress amended that provision to provide that no licensee may charge a political candidate more than he usually charges a commercial client for the same time.

Comr. Doerfer reminded that federal regulation of electronics had developed in the ship communications era four decades back and not in an aura of broadcasting and television. He told how FCC processes a quarter-million signals, with nearly 600 legislators as bosses.

Calling uhf the toughest of all problems, he said he would have concurred in the divided tv allocation had he been a Commission member at the time it was adopted. He discussed conversion and other uhf problems, saying FCC's main duty is to protect the public and explaining it couldn't obsolete all the vhf tv sets that had been bought by the public to receive pre-freeze stations.

FCC has faith that the industry will solve the vhf-uhf problem, he said, and promised the Commission will accept any logical solutions not at the expense of the public. He called on the industry to educate the public slowly. Any new industry is likely to feel regulatory influences from Congress, he continued, but he thought radio and tv might mature gradually to a point where they will be regulating themselves. Broadcasting should not be regulated like a public utility, he said.

"RADIO'S GOLDEN DAYS" are yet to come, this NARTB group is told in Pittsburgh at a between-meetings discussion by James L. Howe (l), WCTC New Brunswick, N. J. Listening (l to r): Thomas J. Glynn, J. Walter Thompson Co., New York; George H. Clinton, WPAR Parkersburg, W. Va., Dist. 3 director; Jim Murray, KQV Pittsburgh; Patricia Moreell, G. Norman Burk Adv. Agency, Pittsburgh, and Ed Fitzsimmons, Weed & Co.

GOOD CONNECTIONS

Stop the Music clicks with new season premiere last week on ABC

No wonder Bert Parks is beaming! He and STOP THE MUSIC got off to a fast start last week, tempo-ticking from start to finish as the final gun on ABC's bang-up line-up on Tuesday nights. Exquisite Form Bras and Quality Goods Manufacturers are this year's sponsors, and have latched their sales wagons to one of TV's oldest and most popular participation shows with fresh, attention-getting commercials. Millions of loyal fans welcome Bert back from another ABCeason of toe-tingling music and those heart-stopping telephone calls with their windfalls of fortune and happiness.

You're in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY

RETMA SETS FALL INDUSTRY CONFERENCE

New York sessions tomorrow through Thursday will study revising financial structure and member classifications.

FIRST fall industry conference by Radio-Electronics-Television Mfrs. Assn. will be held at the Roosevelt Hotel in New York tomorrow (Tuesday) through Thursday. The conference follows a gathering of tube manufacturers and engineers in Atlantic City last week.

The New York meeting will include sessions by RETMA's board of directors, with Chairman Max F. Balcom, CBS-Columbia, presiding, and of the Radio-Tv Industry and Electronics Industry committees of the board.

The committees and the board will study proposals to revise RETMA's financial structure and for establishing new member classifications in view of recent expansions of the electronics industry.

Developments following the RETMA plan to reduce spurious radiation from tv receivers through adoption of RETMA engineering standards and establishment of an independent certification laboratory will be reviewed by the Special Committee on Spurious Radiation, of which Dr. W. R. G. Baker, General Electric, is chairman. Dr. Baker will report his group's recommendations to the Tv Committee, which meets Wednesday, and afterward to the board's Radio-Tv Industry Committee.

Only three of the five divisions will hold meetings: Set Division, Parts Division and Amplifier and Sound Equipment Division.

The fall quarterly Tube Division meeting was held Friday under Chairman John Q. Adams at Atlantic City's Chalfonte-Haddon Hall Hotel during the annual conference of the Joint Electron Tube Engineering Council. The Technical Production Division meets Oct. 14-15 at the Miramar Hotel, Santa Monica, Calif., concurrently with the transmitter tube section and other technical products groups and the government relations department.

The New York meetings, with dates, times and chairmen, are:

Tuesday

10 a.m.—Amateur Radio Activities Section, Parts Division, D. J. S. Merten; Finance Committee, Leslie F. Muter; Industrial Relations Committee, Robert C. Sprague Jr.; Public Relations and Advertising Committee, Ellis L. Redden; Service Committee, H. J. Schulman; Wire Section, Parts Division, J. M. Taylor.

12:30 p.m.—Luncheon, Committee and Section Members.

2 p.m.—Fixed Resistor Section, Parts Division, A. K. Neff; Industrial Relations Committee, Robert C. Sprague Jr.; Membership and Scope Committee, H. J. Hoffman; Sales Managers Committee, Dan D. Halpin; Service Committee, H. J. Schulman; Speaker Section, Parts Division, Russell S. Fenton; Special Committee on Spurious Radiation, W. R. G. Baker; Statistical Executive Committee, Frank W. Mansfield; Transformer Section, Parts Division, J. B. Schaefer.

Wednesday

10 a.m.—Commercial Equipment Section, Amplifier Division, L. H. Bogen; Parts Division Executive Committee & Section Chairmen, Herbert W. Clough; Set Division Executive Committee, Robert S. Alexander; Technical Products Division Nominating Committee, H. E. Taylor Jr.

12:30 p.m.—Luncheon, Committee and Section Members.

2 p.m.—Amplifier Executive Committee & Section Chairmen, A. K. Ward; Television Committee, W. R. G. Baker.

Thursday

9:30 a.m.—Electronics Industry Committee, F. R. Lack; Radio-Television Industry Committee, H. L. Hoffman.

12 Noon—Board of Directors, Chairman Max F. Balcom presiding.

1 p.m.—Luncheon, Board and Committee Members.

Fellows Repeats Plea For Militant Diligence

FRESH from his New England swing where he had warned radio-tv broadcasters of spreading attacks from legislative and private-interests groups [B•T, Sept. 13], NARTB President Harold E. Fellows last week in New York repeated his plea for militant diligence.

Mr. Fellows, speaking before the Radio & Television Executives Society at a luncheon held in the grand ballroom at New York's Roosevelt Hotel, summarized the congressional moves now underway affecting not only broadcasters but also advertisers and agencies. As he did in Boston a fortnight ago, Mr. Fellows laid stress on the House Interstate & Foreign Commerce Committee requests for data on alcoholic beverage advertising and programs to be furnished by the broadcasting industry, and also on the radio-tv blackout imposed by the Watkins Committee which heard censure charges against Sen. Joseph R. McCarthy (R-Wis.).

1 Million Students To Enter VOD Contest

MORE than a million high school students are expected to enter this year's eighth annual Voice of Democracy contest, James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn. and new chairman of the VOD Committee, said last week.

Mr. Secrest was elected chairman of the VOD Committee to succeed Robert K. Richards, NARTB administrative vice president, who has served as chairman of the contest since its inception.

Plans for the contest got underway last week with formation of the 1954-55 VOD Committee. The contest, which has attracted more than six million participants in the U. S. and its territories in local, state and national competitions, is sponsored jointly by the U. S. Junior Chamber of Commerce, NARTB and RETMA, with endorsement by the Office of Education of the U. S. Dept. of Health, Education & Welfare.

Other members of the 1954-55 VOD Committee: Mr. Richards and John H. Smith Jr., NARTB; Eugene F. Trumble, Jaycees; John H. Lloyd and Dr. Ellsworth Tompkins, Office of Education; Dr. G. Kerry Smith, National Education Assn., and Peter H. Cousins, RETMA.

Meanwhile, two of the four co-equal winners of the seventh annual VOD contest (1953-54) recited their prize-winning essays during the ninth National Conference on Citizenship held last week at Washington's Statler Hotel.

They were Elizabeth Ellen Evans, Akron, Ohio, and Joseph H. Gerdes Jr., Harrisburg, Pa. Judge Justin Miller, former board chairman of NARTB and president of the National Conference on Citizenship, presided. Judge Miller spoke on "Three Branches of Our Federal Government—Yesterday, Today and Tomorrow."

The contest is open to all 10th, 11th and 12th grade pupils of public, private and parochial schools, with the four national winners given a week's entertainment in Washington and Colonial Williamsburg, plus $500 scholarship checks. State winners get tv or radio sets and other prizes donated by RETMA members and are invited to a "Democracy Workshop" at Williamsburg.

Contestants write and recite original five-minute scripts on the theme, "I Speak for Democracy." Local winners are selected in personal competitions and state and national winners are chosen from voice recordings of local winners.

The 1954-55 contest does not begin until National Radio and Television Week, Nov. 7-13, but Jaycees already are organizing local VOD committees with cooperation by broadcasters and local business firms, including radio-tv dealers.

Local contest winners will be named Dec. 1 and state and territorial winners by Dec. 28. The four national winners will be announced Feb. 7 and will visit Washington and Williamsburg Feb. 18-25, with an awards luncheon set for Feb. 23.

NARTB Asks All Stations To Complete Questionnaires

QUESTIONNAIRES mailed to radio and television stations by the NARTB should be completed whether or not the station carries beer and wine announcements or programs sponsored by these advertisers, NARTB said last week.

Even if no beer and wine advertising is carried by a station, the NARTB research department stills needs other information asked in the questionnaire to give a true picture of the amount of time and number of other announcements and programs as compared with beer and wine programming and ads, NARTB said.

NARTB issued the statement after receiving several early replies to the forms sent out last Monday [B•T, Sept. 13], a number of which were not completed by the broadcaster because his station carried no beer and wine programs or advertisements.

Evans Heads Ad Club Clinic

JACOB A. EVANS, director of advertising and promotion for NBC-TV, will serve as director of the radio and television clinic of the advertising and selling course conducted by the Advertising Club of New York, starting Oct. 4. Among those who will serve as leaders are Hamilton Shea, general manager, WNBC-WNBT (TV) New York; Lorin Myers, tv promotion manager, Free & Peters Inc.; George Bristol, director of sales promotion and advertising, CBS Radio; Don L. Kearney, vice president in charge of sales, ABC Film Syndication; Edward P. Shurick, manager of sales development, CBS-TV, and Barry Wood, executive producer in charge of color coordination, NBC-TV.

PAB Plans Harrisburg Office

PENNSYLVANIA Assn. of Broadcasters will open a permanent office in Harrisburg, state Capital, to watch legislative developments, the association's board decided at a Wednesday meeting held in Pittsburgh. David J. Bennett, WTPA (TV) Harrisburg, presided as PAB president.

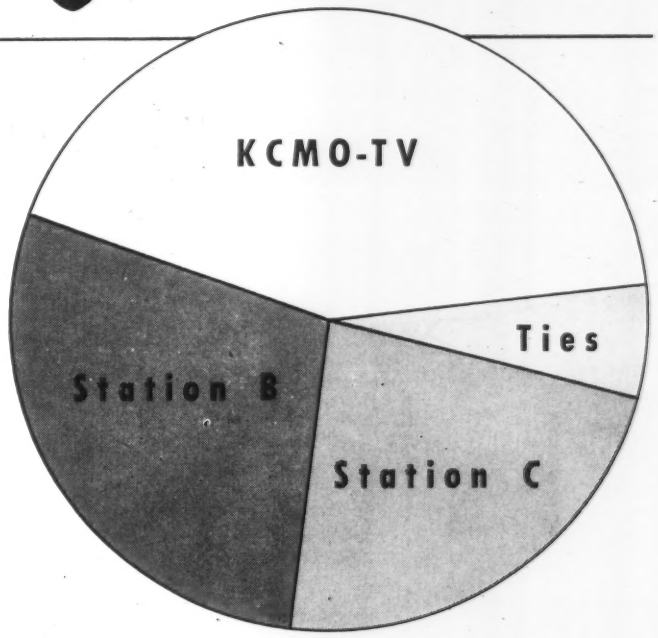
George Gottschalk Jr. will serve as permanent PAB secretary on a salaried basis. The law firm of McNees, Wallace & Uhrich has been retained as counsel in connection with legislation.

Danforth Named to AAAA Post

J. DAVIS DANFORTH, executive vice president, BBDO, New York, and a director of the American Assn. of Advertising Agencies has been appointed chairman of AAAA's committee on media relations. He succeeds H. H. Dobberteen, chairman of the committee since 1951, who resigned after moving from Foote, Cone & Belding to Bryan Houston Inc.

KCMO-TV again gets the biggest slice of Kansas City evening audiences

Again in August, KCMO-TV is Number 1 in evening quarter-hour firsts in the rich Metropolitan Kansas City market. July Telepulse indicated a definite trend to KCMO-TV, and August figures * show Kansas City's Channel 5 pulling still further into the lead. Here's the score:



Channel 5 KCMO-TV is FIRST with highest ratings in 75 quarter-hours
Station B is SECOND with 55 quarter-hour firsts
Station C is THIRD with only 30 top quarter-hours
. . . and there were 7 ties

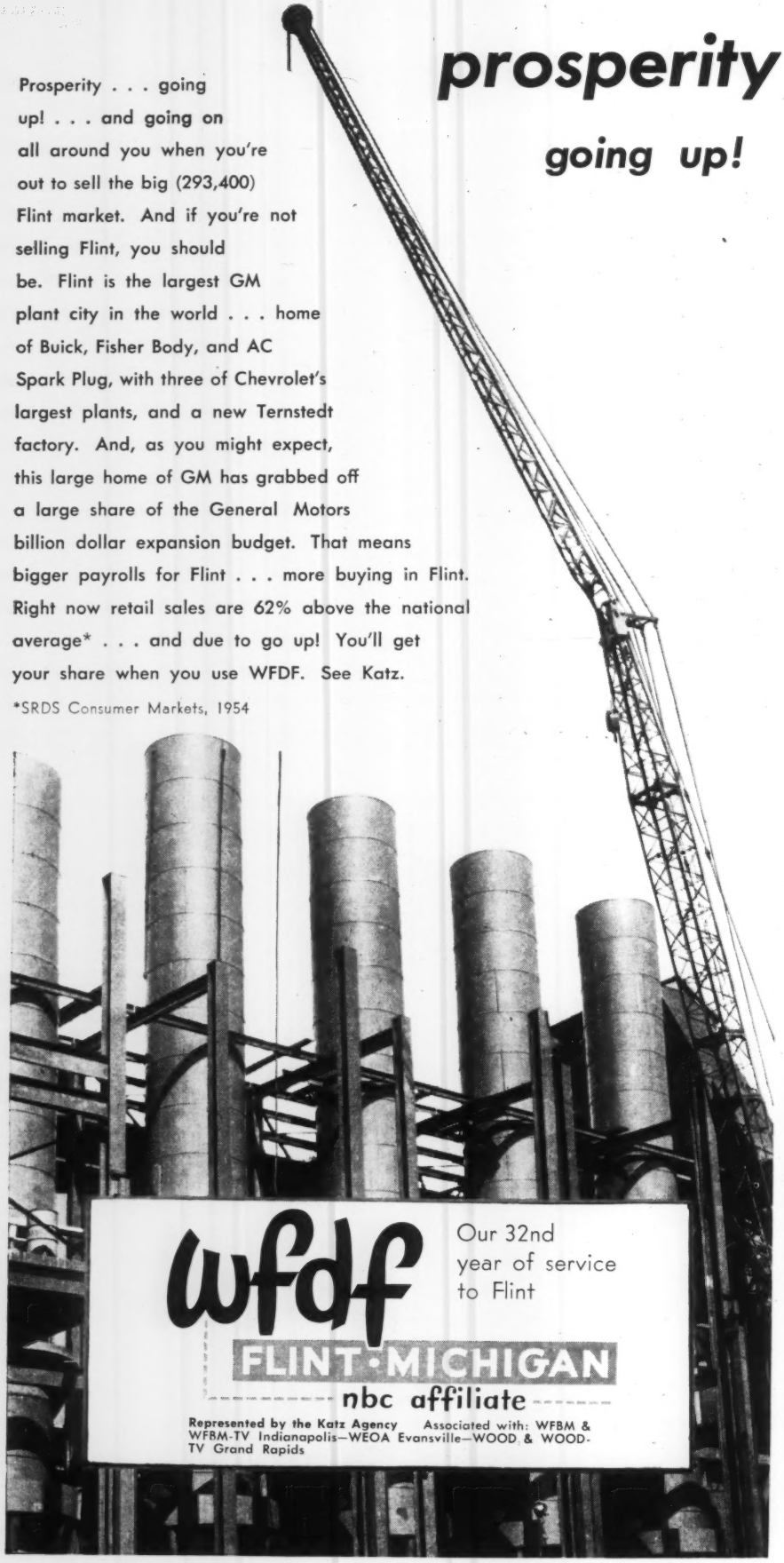
**Analysis August 1954 Kansas City Telepulse (167 Quarter Hours Surveyed 6:00 PM to 12:00 PM, Sunday through Saturday)*

Check KCMO-TV or your nearest Katz Agency for details

KCMO-TV Channel 5

ABC and DuMont Networks

125 E. 31st St., Kansas City, Affiliated with Better Homes and Gardens and Successful Farming Magazines


prosperity
going up!
Prosperity . . . going up! . . . and going on all around you when you're out to sell the big (293,400) Flint market. And if you're not selling Flint, you should be. Flint is the largest GM plant city in the world . . . home of Buick, Fisher Body, and AC Spark Plug, with three of Chevrolet's largest plants, and a new Ternstedt factory. And, as you might expect, this large home of GM has grabbed off a large share of the General Motors billion dollar expansion budget. That means bigger payrolls for Flint . . . more buying in Flint. Right now retail sales are 62% above the national average* . . . and due to go up! You'll get your share when you use WFDF. See Katz.
*SRDS Consumer Markets, 1954
wfdf
Our 32nd year of service to Flint
FLINT·MICHIGAN
nbc affiliate
Represented by the Katz Agency Associated with: WFBM & WFBM-TV Indianapolis—WEOA Evansville—WOOD & WOOD-TV Grand Rapids

CBS BUYS NIELSEN AUTO RADIO REPORT

Network is the first to take the new service which will compute the 'plus' of car radio use.

TWO-YEAR PACTS for reports by A. C. Nielsen on automobile radio listening and in-home network audience composition have been signed by CBS Radio, the market research organization announced Tuesday.

The two services are being instituted by the Nielsen firm nationally for the first time to stress "the special merits of the radio medium, its mobility and its ability to serve listeners in all locations." according to A. C. Nielsen, president of the firm.

CBS Radio which reiterated its faith in the aural medium at an affiliates meeting in Chicago earlier this month [B•T Sept. 6], will start receiving the reports on automobile and in-home listening early in 1955.

CBS will receive the "auto-plus" radio report 24 times a year, to be based on a two-months' moving average of listening by separate 15-minute periods.

Nielsen will utilize its electronically-controlled Recordimeters, 6,000 of which will be placed in sample radio-tv homes on behalf of the Nielsen Station Index local reports in limited markets [B•T, Aug. 30], to verify Audilog or diary data kept by automobile operators. Thus, the diaries will be applied nationally for this network service.

In-home network audience listening on network radio programs will be reported nationally for the first time on a regular basis, with reports to be issued three times annually—summer, fall and midwinter. Data will augment regular NSI reports on total home audiences, and derive from "a national panel of homes" also employing Audilogs, in turn verified by the Recordimeters.

Network audience composition data will include a breakdown of the number of listeners per home and a percentage distribution of men, women, teen-agers and children.

Trendex Shows 'Toast' Topped 'Satins'—CBS-TV

CBS-TV last week was claiming a major rating victory for its *Toast of the Town* over NBC-TV's initial color "spectacular" "Satins and Spurs." For *Toast's* hour (8-9 p.m. EDT), CBS-TV spokesmen said a 10-city Trendex gave *Toast* a 34.4 rating and 63.0 share of audience against 16.6 rating and 30.4 share for the 8-9 p.m. portion of the 90-minute "Satins and Spurs."

For the first half-hour the spectacular was on (7:30-8 p.m.), CBS-TV said Trendex gave "Satins and Spurs" a 19.7 rating and 46.1 share over a 13.0 rating and 30.3 share for CBS-TV's *Private Secretary*, on during the period preceding *Toast*. For the 8-8:30 segment, *Toast* was given a 28.1 rating and 54.4 share of audience as compared to an 18.0 rating and 34.9 share for "Satins and Spurs," while for the 8:30-9 p.m. period *Toast* scored a 41.1 rating and 71.5 share against a 14.9 rating and 25.9 share for the NBC-TV show.

Meanwhile, C. E. Hooper Inc. announced that special surveys showed that in the New York area *Toast* racked up a 38 Hooperating against 16 for "Satins and Spurs"; in Chicago, 36 against 17; in Philadelphia, 30 against 20.

hep step

Ray Bolger joins big Friday night line-up at ABC . . . with new time, new format, new sponsors!

Lehn & Fink and Dorothy Gray, pioneers in television programing, know a good thing when they spot one. They took one look at the blueprints of Ray Bolger's second-season-program plans for television and immediately tied him up for ABC's Friday night spot following OZZIE AND HARRIET. Tying up Ray Bolger, of course, means letting those "million dollar legs" dance their way through the most lavish half-hour musi-comedy program in television. It's a star-spangled vehicle for the most exciting talent in the business.

You're in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY

MORNING RADIO UP 25% SINCE 1950

Nielsen reports that variety shows are still the most popular tv fare.

EARLY morning radio listening has climbed some 25% in audience size over the past four years and during last summer, the radio audience was bigger in the daytime than at night, according to A. C. Nielsen Co.

The research firm also reported variety shows to be still the most popular video fare despite changes in summer programming and found more tv homes viewing in May and June 1954 than in the same months last year.

Average weekly daytimers reached 1,493,000 homes the week of July 18-24 compared to 886,000 homes hit by the average evening once-a-week program, Nielsen reported. At the same time, homes using radio in the 6-8 a.m. period in April 1954 compared to the same month in 1950 were 7.6% of all homes in 1954 as contrasted to 6.9% four years ago. In terms of total homes, Nielsen said figures would be 3,522,000 in 1954 compared to 2,809,000 in 1950, or a 25.4% increase in the size of audience.

Taking both May and June of this year for another analysis, Nielsen found average per day tv viewing in May to be 4 hours 40 minutes, some 27 minutes more than the same month a year ago, and 4 hours viewing in June, or some 14 minutes more than that month last year.

The variety tv group led the Nielsen July 11-24 report with an average 20.6 rating, general drama was second with 19.6 and mysteries third with 18.8, Nielsen said.

Telecast Sports Rate High In Latest Ratings of Nielsen

SINGLE sporting events took over two of the top three spots in the latest Neilsen ratings with the Olson-Castellani boxing bout taking first place and the All-Star football game coming in third according to Nielsen-Ratings of tv programs for the two weeks ending Aug. 21.

Number of Tv Homes Reached

Rank	Program	Homes (000)
1	Olson & Castellani Bout (NBC-TV)	12,815
2	Dragnet (NBC)	12,322
3	All Star Football Game (DTN)	11,583
4	Public Defender (CBS)	11,382
5	Pabst Blue Ribbon Bouts (CBS)	10,713
6	Ford Theatre (NBC)	9,355
7	Toast of the Town (CBS)	9,043
8	Best of Groucho (NBC)	9,042
9	Robt Montgomery (Johnson) (NBC)	8,476
10	I've Got a Secret (CBS)	8,369

Per Cent of Tv Homes Reached
Program Station Basis

Rank	Program	Homes %
1	Olson & Castellani Bout (NBC-TV)	44.1
2	Dragnet (NBC)	41.7
3	All Star Football Game (DTN)	39.0
4	Public Defender (CBS)	38.9
5	Pabst Blue Ribbon Bouts (CBS)	38.9
6	Ford Theatre (NBC)	33.4
7	Toast of the Town (CBS)	31.4
8	Best of Groucho (NBC)	30.6
9	What's My Line (Remington) (CBS)	30.1
10	Arthur Godfrey's Scouts (CBS)	29.9

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Year after year, every survey has proven that BROADCASTING • TELECASTING winds its way skillfully into the most dominant position in its field. That's darn good driving! It's editorial acuteness that produces this result. There are no ifs, ands and buts about this. BROADCASTING • TELECASTING is a weekly magazine avidly read by more than 75,956 very important radio and television people; people who make decisions that decide their and our own livelihoods. Speak to them in the pages of the magazine they turn to most to know most about their own industry!

Dubuque Votes Down Community Tv Bid

RESIDENTS of Dubuque, Iowa, turned out in force last week to reject their own city council's action approving a community television system franchise to Dubuque Community Television Cable Corp., composed of local businessmen and using Spencer-Kennedy Lab. equipment. By inference they approved the bid of Dubuque-Jerrold Television Cable Corp., owned by Jerrold Electronics Corp., Philadelphia.

In a local referendum which saw more than 8,000 votes cast, Dubuquers voted 6,610 to 1,537 against the city council's franchise action. A referendum on whether the city council should approve the Dubuque-Jerrold application is scheduled for Oct. 11.

Last May Dubuque-Jerrold filed to establish a community tv system to bring Chicago's tv signals to the 55,000 citizens of the Mississippi River city. The city is surrounded by steep hills which lock the area from tv signals (Davenport-Rock Island-Moline is 70 miles away, Chicago, 160 miles away).

On the heels of the Jerrold application, a local group filed its own application to establish a mountain-top system, using SKL equipment.

The city council turned to Iowa State College at Ames, Iowa, and asked Profs. George Town and William Hughes to evaluate the two systems. The Iowa State engineers recommended the Jerrold application, but the City Council on Aug. 2 rejected the engineering report and awarded the franchise to the local group.

Under local law, the franchise award had to be confirmed by the voters. From August until Sept. 12, a whirlwind campaign to persuade Dubuquers to vote "no" on the referendum was instituted by the Jerrold group. On the day prior to the election, the *Dubuque Telegraph-Herald* (KDTH) editorially supported the Jerrold group. Newspaper advertisements were also taken in favor of the Jerrold position by 21 Dubuque tv dealers and servicemen.

The Dubuque fight was led by Milton Shapp, president of Jerrold Electronics. The Jerrold company is the acknowledged leader in supplying equipment to community television systems. It has built about 80% of the 300-odd systems in the country.

'Omnibus,' 'Excursion' Cost Ford $773,915

THE Tv-Radio Workshop of the Ford Foundation spent $2,422,915 in 1953 on *Omnibus* and *Excursion*, but recouped $1,649,000 in sponsorship, leaving a total outlay of $773,915 for the year.

This was reported last week by Ford Foundation President H. Rowan Gaither Jr. in his annual 1953 report.

Report also indicated that the $500 million-endowed foundation had made grants totaling $9 million to the Fund for Adult Education. Of this, $4 million was for matching funds to build educational tv stations, and the operation of the Tv-Radio Center at Ann Arbor, Mich. The FAE makes grants of $100,000 to $150,000 to community groups able to raise two-thirds of the needed capital outlay for an educational tv station. At the end of 1952 the report stated, matching funds had been set aside for 21 such

Now Ed Schaughency throws his weight into afternoon programming on KDKA

Yes . . . the "Old Getter-Upper" has moved into an afternoon slot. In line with KDKA's policy of providing best programming all through the day, he has set up shop from 1 to 3 P.M. in his bigger, all-new 5-day a week show "Afternoon with Schaughency." It's the best in recorded music with the best-known radio personality in the rich Pittsburgh area.

Ed Schaughency is better known by more people than any other personality on the air in Pennsylvania, West Virginia and Ohio. During the twenty years he has been featured on KDKA, Ed has built a tremendous following. And millions have seen him on his many personal appearances throughout KDKA's area.

Ed has sold drug and food products, cigarettes, gasoline, air travel, toiletries, cereals, soaps, insurance—'most anything else you can name . . . He has sold them all to the *big* audience—KDKA's huge 108-county market. And he has racked up some of the most fabulous success stories in radio.

Whatever you have to sell in this vast Pittsburgh market you can sell it on "Afternoon with Schaughency." Call John Stilli, KDKA Sales Manager, Grant 1-4200 or Eldon Campbell, WBC National Sales Manager, Plaza 1-2700, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

KDKA, *Pittsburgh;* **WBZ-WBZA • WBZ-TV**, *Boston;* **KYW • WPTZ**, *Philadelphia;* **WOWO**, *Fort Wayne;* **KEX**, *Portland;* **KPIX**, *San Francisco*

National Representatives, FREE & PETERS, INC.
KPIX represented by THE KATZ AGENCY, INC.

stations. The report also indicated that FAE had $4.7 million in unpaid grants at the end of 1953.

The foundation also spent $63,612 on a Commission on Television. This is an informal advisory group, under leadership of Columbia U. Prof. Paul Lazarfield, exploring ways and means the foundation can serve the tv industry.

Purpose of the Tv-Radio Workshop, according to the report, was given as follows:

The efforts of the Tv-Radio Workshop reflect certain underlying assumptions by the officers and trustees of the foundation. The first is that more effective use of mass communications for non-academic education constitutes an important and appropriate object of foundation action. The second, that it is desirable to place emphasis upon television because its potential influence is so great and its present stage of development provides special opportunities for constructive action. Finally, that the foundation's efforts along these lines should include action affecting standard, or commercial, television since the bulk of television in the United States has been and presumably will remain in this category.

Trustees of the Ford Foundation are Henry Ford II, Frank W. Abrams, James F. Brownlee, John Cowles, Donald K. David, Mark Ethridge, Benson Ford, H. Rowan Gaither Jr., Laurence M. Gould, John J. McCloy, Charles E. Wilson and Judge Charles E. Wyzanski Jr.

AP Sets Hook-Up Between Seattle, Alaska Stations

AP has set up a communications link between Seattle and radio stations and newspapers in widely scattered cities in Alaska.

The news service, in announcing the nearly 2,800-mile long, two-way, 24-hour circuit last week, said the hook-up was "one of the longest leased news circuits ever established." The continuous news link connects the AP's Seattle bureau with 15 newspapers and these radio stations: KABI, KTKN Ketchikan; KINY, KJNO Juneau; KIFW Sitka; KFAR, KFRB Fairbanks; KENI, KFQD Anchorage.

Ullman Announces Sales

RICHARD H. ULLMAN Inc., Buffalo, N. Y., producers and distributors of programs for radio and television, through Marvin A. Kemper, executive vice president, announces the sales of *Number Pleeze* to the following radio stations: WKBW Buffalo and WENY Elmira, N. Y.; WIMA Lima, WAKR Akron, WBBW Youngstown and WHBC Canton, Ohio; WOOD Grand Rapids and WBCK Battle Creek, Mich.; WHGB Harrisburg, Pa.; WKXV Knoxville, Tenn.; WDOV Dover, Del.; WLEE Richmond, Va., and WWDC Washington.

Mr. Kemper also announced the sale of *Dollar Derby* to WGVL-TV Greenville, S. C., and WGR-TV Buffalo with plans for a new tv show, *Watch the Birdie* to be released in the near future.

PROGRAM SERVICES PEOPLE

Frank H. Bartholomew, correspondent, vice president and board member, United Press, N. Y., appointed first vice president, continuing headquarters in San Francisco; **Fred J. Green** appointed manager, Pacific Coast division.

Jack Feldman, account executive, KCOP (TV) Hollywood, to Frank Oxarart Productions (radio-tv packager-producers), same city, as manager.

R. M. Hetherington, sales manager, WIL St. Louis, to Clubtime Productions Inc., Beverly Hills, as sales manager for central states, temporarily headquartered in Webster Grove, Mo.

McCONNAUGHEY, BERRY RANK AS LIKELIEST FOR FCC POST

President is expected to announce new FCC member, possibly the new chairman, by Sept. 30. Leading candidates are George C. McConnaughey and Lewis E. Berry Jr.

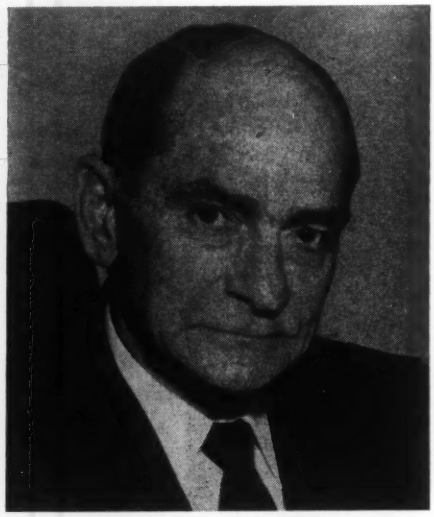
ALL EYES and ears in broadcasting this week are turned toward Denver for word from President Eisenhower on the new member—and possibly the new chairman—of the FCC.

With the resignation of Comr. George E. Sterling [B•T exclusive, Sept. 13], effective Sept. 30, the politicians began to get in their licks in support of favored candidates. But only two names were understood to be under serious consideration:

George C. McConnaughey, 58, Ohio Republican and currently chairman of the Renegotiation Board.

Lewis E. Berry Jr., 40, Cheboygan, Mich., Republican, now deputy department counselor of the Army, and a close personal friend of Sen. Charles Potter (R-Mich.).

Both executives had been mentioned as early



MR. McCONNAUGHEY

as last spring as possible appointees to the FCC. This was at the time the initial one-year chairmanship tenure of Chairman Rosel H. Hyde was to expire. Since then, however, Mr. Hyde has served as acting chairman by action of his colleagues. President Eisenhower has made no formal statement about the chairmanship.

In the light of the Sterling resignation, primarily for health reasons, the President is expected to announce the appointment of his successor prior to Sept. 30. The report was widely current in Republican circles that the new member also would become chairman.

The appointment will be on a recess basis, since Congress is not now in session. But the appointee will receive compensation at the rate of $15,000 per year. The President would submit the nomination, for the unexpired portion of Mr. Sterling's term, when Congress convenes in January. Mr. Sterling's seven-year term expires June 30, 1957.

At Republican Committee headquarters it was ascertained that a number of senators and other party stalwarts had notified Chairman Leonard Hall that they had "candidates" for the FCC vacancy. Identities were not divulged.

Mr. McConnaughey, who appeared to be the most heavily favored, is known to have strong White House support. He served as chairman of the Ohio Public Utilities Commission (1939-1945) by original appointment of then governor and now Sen. John W. Bricker. Mr. Bricker, chairman of the Senate Interstate Commerce Committee which has launched a new investigation into communications, is known to hold Mr. McConnaughey in high esteem, but he was not available for comment last week.

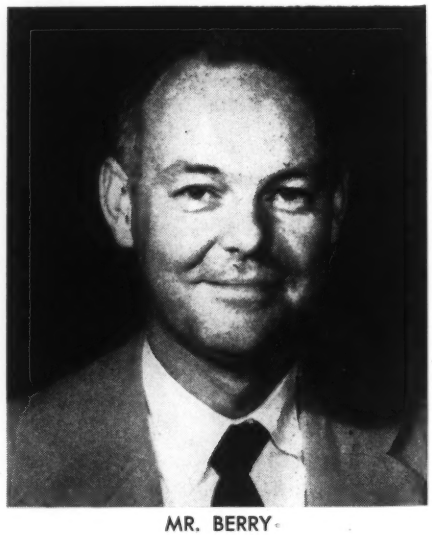
Queried again by B•T late last week, Mr. McConnaughey said he had received no official word about the FCC vacancy. But he reiterated his willingness to accept the post, if proffered. He is reported to be a free-enterpriser, and is said by former associates to be a top administrator.

Mr. Berry is being strongly backed by Sen. Potter. They are long-time friends and Mr. Berry was active in the successful Potter campaign for the Senate in 1952. Mr. Berry is one of the right-hand bowers of Secretary of the Army Robert T. Stevens and has been active in GOP politics in Michigan.

Comr. Sterling had planned to return to Washington last week to remain until he retires Sept. 30, but Hurricane Edna did some water-damage to his home on Peak's Island (Portland) Me., and he delayed his trip until this week. He will be in his office Thursday, to remain until Sept. 30.

As of last Thursday, Mr. Sterling had not received an acknowledgement of his resignation from the President. It was presumed the delay was occasioned not only by the President's absence from Washington, but also because the chief executive might want to announce the resignation and the successor simultaneously. This was done last week in the case of a vacancy on the Atomic Energy Commission.

Mr. Sterling retires at approximately half-pay —nearly $7,500. But he probably will take on a few consultancies later. His physicians had expressed concern over his health some months ago, but he has shown substantial improvement in recent weeks. Mr. Sterling terminates 31



MR. BERRY

An Open Letter to Radio Networks and Affiliates and to All Who Believe in the Future of Radio Broadcasting

BACK in 1932 and 1933 (if my memory serves me well) the billings trend of the NBC Red and Blue Networks was down instead of up. CBS was getting under way, but I do not recall that a third network was the case of the down trend after steady growth from 1927. The depression was at its worst when radio was beginning to roll, but business was better and advertising volume was on the way up when NBC had a dip. There were several causes. Trade Ways, Inc. made a study in 1933 and made some intelligent suggestions; others were made by men at NBC. And when I joined NBC in 1934, I helped carry out some of the suggestions made by Trade Ways with the help and inspiration of David Sarnoff and Deac Aylesworth. I hope I added a few sound ones of my own—plus some fighting spirit at the age of 39. The income curve started upwards again in 1934 and 1935. There were several good reasons and I still have the analyses and the list of actions taken.

I have the same faith in radio today—along with great faith in television, as well as in print media. What is needed now is a new and business-like approach with the help of cost studies, plus advertising research and good rating analysis to take a new look at the future of radio networks and how errors should be corrected and new problems met. Probably the best way to do this is to start from scratch and say to those faced with the problem—"How would I set up a network today if there were no networks, no ruts in my thinking? How would I program my time? How would I contract with affiliates? What would I do with rates and the rate structure and what would I charge? How would I sell the advertiser and his advertising agency? How would I advertise and merchandise and promote? How would I write my standards of practice? How would I get more listeners?"

When I was asked to help set up the Blue Network, we tried some new ideas; when I became president of Mutual we carried out a new approach on a good foundation built by our predecessors in both organizations and progress was made thanks to the help of good men and affiliates. Surely there are young men with open minds available to do a much better job now than we did then. And remember what Bill Paley and his young men did for the business as they helped to lead the way to great things. And what great progress was made by fearless station operators and bright men among advertisers, agencies, program producers, station representatives, artists and musicians, with the technical men blazing new trails on their side of the business.

An open mind, common sense and great faith would turn the tide upward instead of downward. A lot of determination, ability to face facts and issues by united action would make the job easy. Maybe even the Bricker hearings—which I hope will be open to microphones and cameras—could prove a blessing to the industry and the people we serve. The challenge must and will be met.

Edgar Kobak

EDGAR KOBAK

Business Consultant
Owner WTWA, Thomson, Georgia
Director NARTB—BAB
President Advertising Research Foundation

a 200 mile wide

habit!

for nearly 6 years, WMCT Memphis

was the only TV station
IN THE MID-SOUTH

The habit of tuning to WMCT during that long period is one that is firmly fixed today among 285,737 Mid-South TV homes.

And WMCT on preferred low band VHF Channel 5, operates on a maximum 100,000 watts power from its "topper" tower of 1,088 feet.

today, WMCT Memphis

is the only TV station
THAT EVERY TV HOME CAN GET IN THIS AREA

This means that WMCT delivers a better signal service . . . a clearer picture over a wider area than any other Memphis TV station from 100 to 135 mile radius.

THE ONE TV STATION THAT SELLS ALL OF THE MID-SOUTH

WMCT

MEMPHIS' First TV Station
NOW 100,000 WATTS
WMC — WMCF — WMCT

MEMPHIS • CHANNEL 5

Affiliated with NBC—Also affiliated with ABC and DUMONT

Owned and operated by The Commercial Appeal

National Representatives The Branham Co.

years of government service—all of it in communications.

McConnaughey Biography

Mr. McConnaughey was born in Hillsboro, Ohio, June 9, 1896, and is of Scotch-Irish descent. He attended Denison U., Granville, Ohio, 1914 to 1917; enlisted in the Army 1917 and served as 1st lieutenant, Field Artillery, with one year overseas. He was in combat duty, Meuse-Argonne offensive and Verdun. He was discharged in June 1919 from the Army and returned to Denison to receive his degree in 1920. Attended Western Reserve U. Law School, Cleveland, 1920-23, graduating with LL.B.

Practiced law in Cleveland, 1924-1939, during which time he served as assistant director of law, City of Cleveland. On Feb. 1, 1939, appointed member of and made chairman of Public Utilities Commission serving until Feb. 1, 1945. Was chairman of War Transportation Commission of Ohio, 1942-45. Elected president of National Assn. of Railroad and Utilities Commissioners for 1944-45. Practiced law in Columbus, 1945, until named chairman of Renegotiation Board by President Eisenhower Nov. 30, 1953.

He is a member of the Board St. Presbyterian Church, Columbus; member, board of trustees of Denison U; Masonic Order, Highland Lodge No. 38, Hillsboro, Aladdin Temple, Columbus. American Legion. Sigma Chi National Fraternity; Phi Delta Phi Legal Fraternity; Scioto Country Club, and Columbus Athletic Club. Has two sons, George C., Jr., and Lt. David C., USAF.

Berry Background

Mr. Berry was born in Cheboygan, Mich., on Sept. 5, 1914. He is a graduate of the U. of Michigan, 1939, and became associated the same year with the law firm of Shepherd and Berry.

In 1949, he was elected prosecuting attorney of Cheboygan County, which post he relinquished to enter the Army as a private in 1942. He was named a second lieutenant of infantry in 1943, and served in various staff capacities and during the latter part of the war served in the Southwest Pacific area on Gen. MacArthur's staff. When he reverted to inactive status in 1946 he was appointed a major in the Judge Advocate General's corps, and holds that commission now.

After leaving the service, he was again elected prosecuting attorney for Cheboygan County. He became a member of the Charter

Composite Week Set

COMPOSITE week for all am, fm and tv stations whose licenses expire in 1955 —required to be submitted as program log analyses in license renewal applications—was announced by the FCC last week.

Except for Sunday and Monday, which call for a 1953 date, all other days of the week are in 1954.

The FCC also called attention to the fact that applicants may submit additional program data if they feel that the composite week log does not adequately reflect the station's program service.

The composite week is as follows:

Monday, Nov. 9, 1953
Tuesday, Feb. 2, 1954
Wednesday, March 31, 1954
Thursday, May 6, 1954
Friday, Aug. 20, 1954
Saturday, Sept. 4, 1954
Sunday, Dec. 13, 1953

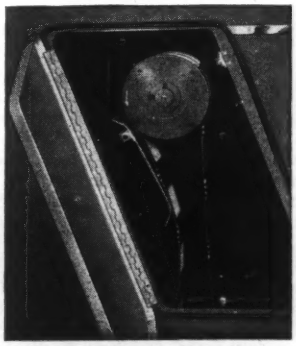
NOW! the new Gray telop III

Eliminates extra manpower requirements

opaque and transparency projector

REMOTE OR LOCAL CONTROL CHECK THESE NEW FEATURES

- Completely automatic . . . utilizing features contained in the now famous Telop and Telojector . . . Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading . . . additional pre-loaded slide holders easily inserted in unit.
- Remote control of lap dissolves . . . superposition of two slides . . . and slide changes.
- Shutter type dimming permits fades without variation of color temperature . . . opaque copy cooled by heat filters and adequate blowers . . . assembly movable on base which permits easy focus of image.



Telop III . . . interior view of automatic slide holder which accommodates 4" x 5" opaque slides . . . One lens . . . no registration problem . . . no keystoning.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3¼" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.

Revision Committee of the City of Cheboygan in 1949, and was elected to the City Council and Board of Supervisors the following year. He became public administrator for Cheboygan County in 1952.

Mr. Berry was named to his present civilian Army post by Secretary Stevens on Dec. 15, 1952, effective Jan. 1.

He is a member of Kiwanis International and vice president of the Michigan Municipal League. He was assistant secretary of the Republican Central Committee, a member of the executive committee of the Northern Michigan Republication Assn., a member of the State Inaugural Committee and of the Michigan National Inaugural Committee.

He is married to the former Maerose Luth of Niles, Mich., and they have two children.

Bricker Network Probe Near Preliminary Stage

Minority counsel Plotkin joins Jones with possibility that meeting will be held today with Bricker.

SEN. JOHN W. BRICKER's plan for the Senate Commerce Committee to investigate the networks starts building up steam today (Monday) as Harry M. Plotkin, minority counsel, joins Robert F. Jones, former FCC commissioner who was named earlier by Sen. Bricker to head the probe.

There was a possibility the GOP Senate Commerce Committee chairman may confer with his staff by stopping over in Washington on his way back to Ohio from a meeting in Boston today.

Meanwhile, a preliminary session planned last week between Messrs. Jones and Plotkin failed to materialize when Mr. Jones was forced away from his desk most of the week by an infected foot ensuing from an injury during the Labor Day weekend when he stepped on a sharp stone. The two had held a half-hour discussion the week before.

Mr. Plotkin, who served the FCC from 1940-51 and was assistant general counsel from 1943-51, apparently will retain no staff of his own, but will coordinate his work with that of Mr. Jones. They will exchange all memoranda and correspondence.

Observers speculated that public committee hearings, which Sen. Bricker has said will follow a staff study during the congressional recess, might begin possibly in February and run three weeks to a month. The hearings would be followed by writing of a committee report, and perhaps a minority report.

The report would present the staff's findings on whether it would be feasible or practicable to place radio and tv networks under FCC regulation, according to statements by the Ohio Republican [B•T, Sept. 13, Aug. 2]. Sen. Bricker introduced a bill during the past Congress which called for FCC jurisdiction over networks, at which time he said he intended that such a study be made [B•T, May 17].

The staff report also would present more information on the "whole" uhf-vhf problem.

Presumably there is no plan, at the staff level, to go into the activities of radio-tv network commentators. There has been some talk that Sen. Bricker has held enmity against some commentators, since the defeat of the Bricker Constitutional Amendment last session, on grounds they did not present his side fairly.

Neither was it generally believed that the matter of patents in the electronic field would be investigated by the staff. There had been criticism from some that too many patents are in too few hands.

Some observers felt last week that in the event the Democrats gain control of the Senate at the coming elections, the hearings will go by the boards altogether. Sen. Warren Magnuson (D-Wash.), who becomes ranking Democrat on the Senate Commerce Committee with the exit of Sen. Edwin C. Johnson (D-Colo.) from the Washington political scene, is known not to have the same ardor for investigating the networks as Sen. Bricker has evinced.

Mr. Jones, former congressman from Ohio and FCC commissioner from 1939-47, is known to be a foe of the networks and has been identified with the Taft wing of the regular Republicans. Mr. Plotkin, named as minority counsel by Sen. Bricker upon the request of Sen. Ed Johnson [B•T, Sept. 13], is considered a New Deal Democrat.

During their service together on the FCC the pair, both of whom have been in private law practice in Washington since leaving the Commission, did not see eye to eye on many matters.

Coordinating the staff investigation will be Nicholas Zapple, the committee's communications counsel, who headed the staff of the Potter Communications subcommittee during and after its hearings on the uhf-vhf problem last spring.

KIMA-TV Yakima Files For Satellite at Pasco

FIRST application for a satellite tv station, squarely on the provisions announced by the FCC early last month [B•T, Aug. 9], was filed last week by KIMA-TV Yakima, Wash.

The ch. 29 station asked the FCC to authorize such a 10.2 kw station on ch. 19 at Pasco, Wash., 74 air miles southeast of Yakima. The Pasco station, which will be programmed entirely from KIMA-TV, is designed to serve the Pasco-Richland-Kennewick market, the application said. Antenna will be erected on Badger Mt., and there will be no overlap of service areas between the satellite and the mother station, KIMA-TV stated. Entire Pasco project is budgeted at $76,605.

When the FCC promulgated its satellite policy, it stated it was designed to permit uhf stations to expand their coverage in order to equalize the status of the high-band outlets with vhf competitors. The KIMA-TV application is the first that meets this requirement.

In one previous case, the Commission authorized ch. 5 KFBC-TV Cheyenne, Wyo., to construct a semi-satellite on ch. 10 at Scottsbluff, Neb. [B•T, Aug. 23]. Two weeks ago, ch. 2 WKAQ-TV San Juan, P. R., asked the FCC to authorize the operation of a ch. 3 supplemental outlet at Mayaguez, P. R. [B•T, Sept. 13].

KIMA-TV, started in the summer of 1953, is owned by Cascade Broadcasting Co.

Weather Bureau Employes Can't Be Tv 'Performers'

ROUTINE appearance of a Weather Bureau employe as a "performer" on commercially-sponsored television programs has been ruled against by the Dept. of Commerce.

A recent case involved Jim Fidler, a former Weather Bureau employe and now setting up a weather station for WLW-WLWT (TV) Cincinnati. Mr. Fidler, while on leave-without-pay status from the bureau, participated in the NBC-TV *Today* program. His voice was heard on the show via telephone from a special office.

The ruling, as set forth in Circular Letter No. 26-54, says, in part:

> In a recent decision the Dept. of Commerce has ruled that routine direct participation by a Weather Bureau employe as a "performer" either by voice or in person on a commercially sponsored television program is contrary to regulations. In recent weeks, Weather Bureau employes had been participating on leave-without-pay status but it was ruled that even in that capacity they were Weather Bureau employes and were required to either terminate their participation as "performers" or sever connections with the government. . . .
>
> It is emphasized that this decision does not affect the responsibilities of the Weather Bureau in maintaining adequate distribution of weather information, including forecasts and warnings, to the general public and does not interfere with the right to utilize all available dissemination media, including television, for that purpose. It also does not eliminate the right of a Weather Bureau employe to make an occasional guest appearance on television.

Reopening of Portland Ch. 12 Case Advocated

THE FCC's Broadcast Bureau last week stepped to the side of Columbia Empire Telecasters Inc. in the latter's request that the FCC reopen the Portland, Ore., ch. 12 hearing. Columbia has charged that the successful applicant, Oregon Television Inc., testified falsely about the resignation of its proposed general manager, Walter J. Stiles [B•T, Sept. 6, Aug. 30].

The Broadcast Bureau said it believed the decision "may have been reached without all of the facts relating to the 'Stiles incident' in the record of the proceeding." It said that the record should be reopened in order to resolve conflicts of fact in affidavits.

The Portland, Ore., ch. 12 hearing began Oct. 1, 1953, with the final decision in favor of the Henry A. White-Julius L. Meier Jr. application [B•T, Aug. 2]. Competing applicants were Columbia Empire (part-owned by *Portland Journal*-KPOJ interests and including Wesley I. Dumm, owner of KSFO and former owner of KPIX [TV], both San Francisco), and Northwest Tv & Broadcasting Co. (John D. Keating).

Columbia Empire's charge was that Oregon Television principals perjured themselves when they testified that Mr. Stiles had voluntarily resigned from their employ and that they had not known the circumstances of his leaving KPHO-TV Albuquerque, his former position.

Columbia also claimed that it would show that Mr. Stiles had not left Washington immediately following his resignation, as was testified by Oregon Television, but had been in the city for the remainder of the hearing, except for one day. It also claimed that there was a tacit understanding that Mr. Stiles would be rehired if Oregon Television was successful in its bid for Portland's ch. 12.

Oregon Television denied the charges, claimed that the record was correct and that the incident had no probative value. Its answer included an affidavit from Mr. Stiles denying that he had furnished West Coast attorney Joseph Brenner any information. Oregon also said that since Mr. Stiles, and his associate Paul Bennewtiz, stated they were not in a position to furnish new evidence, there was not sufficient ground to support a rehearing.

Broadcast Bureau's position was based on an affidavit by Mr. Stiles given to FCC Hearing Div. attorneys Herbert M. Schulkind and John H. Bass in Tucson, Ariz., early this month. In this, Mr. Stiles denied that he had resigned as Oregon Television proposed general manager because of anything improper that he had been asked to do during the hearing, that although he had left Washington, he was asked to return

WBRC-TV

CHANNEL · 6

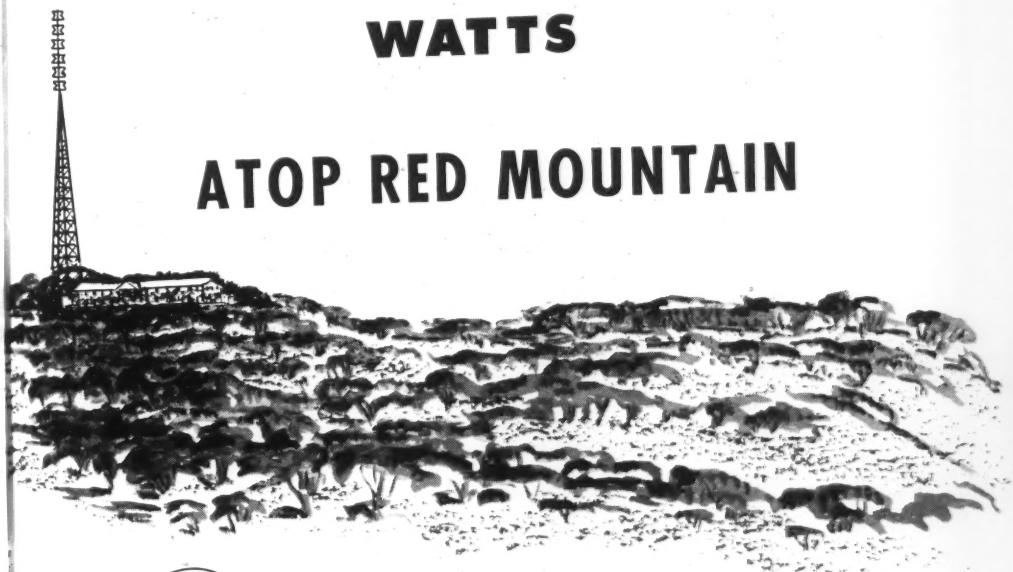
BIRMINGHAM, ALA.

now CBS

100,000

WATTS

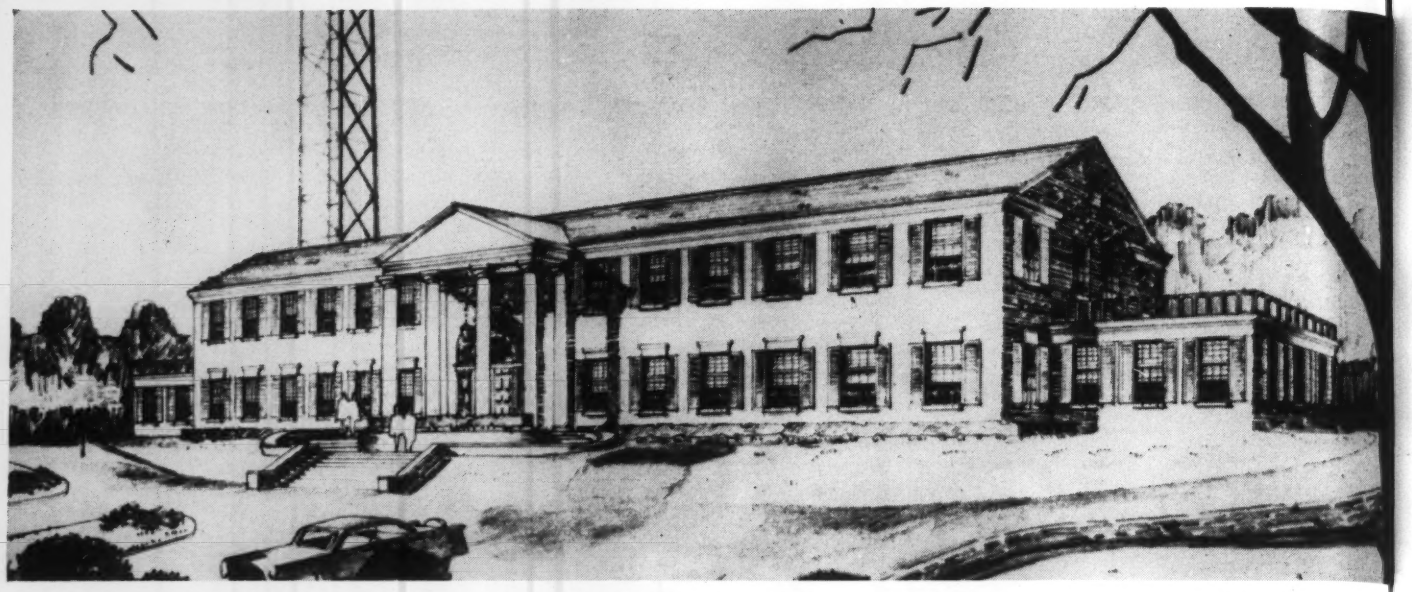
ATOP RED MOUNTAIN



A STORER STATION

BIRMINGHAM BROADCASTING CO., INC.

ESTABLISHED 1949



WBRC-TV OFFICES AND STUDIOS ATOP RED MOUNTAIN

PROGRAMS

Programming in the public interest is more than a "catch" phrase to WBRC-TV. It is their solemn pledge that all programs are dedicated to the people. It is their guarantee to the advertiser that he will have a responsive audience. Local in character, produced with network finess, WBRC-TV programs feature Alabama's greatest array of outstanding personalities.

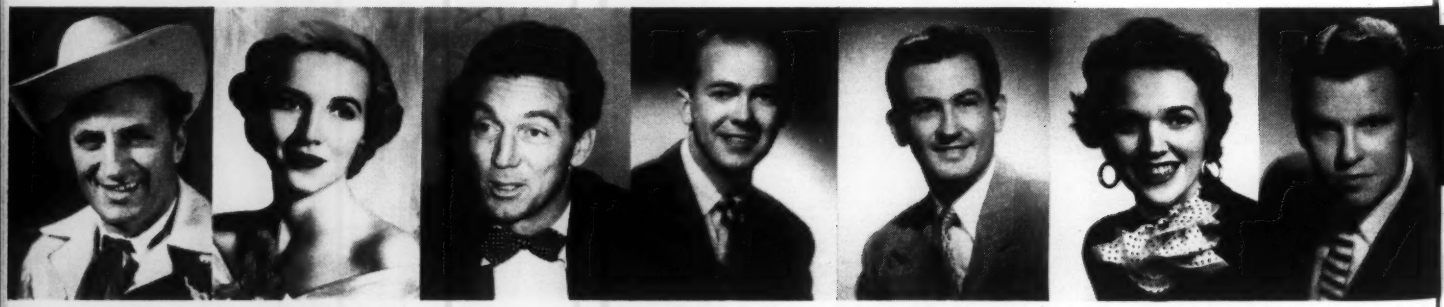
POWER

WBRC-TV operates with maximum power of 100,000 watts, on channel 6, high atop Red Mountain, overlooking Birmingham, the crossroads of the industrial South. Thus, maximum power, plus high tower, plus low frequency equals complete coverage. Although mail is regularly received from points far more distant, WBRC-TV projects a clear, powerful picture into all TV homes from Mississippi on the west, to Georgia on the east; and from Huntsville in the north, to below the capital city of Montgomery in the South.

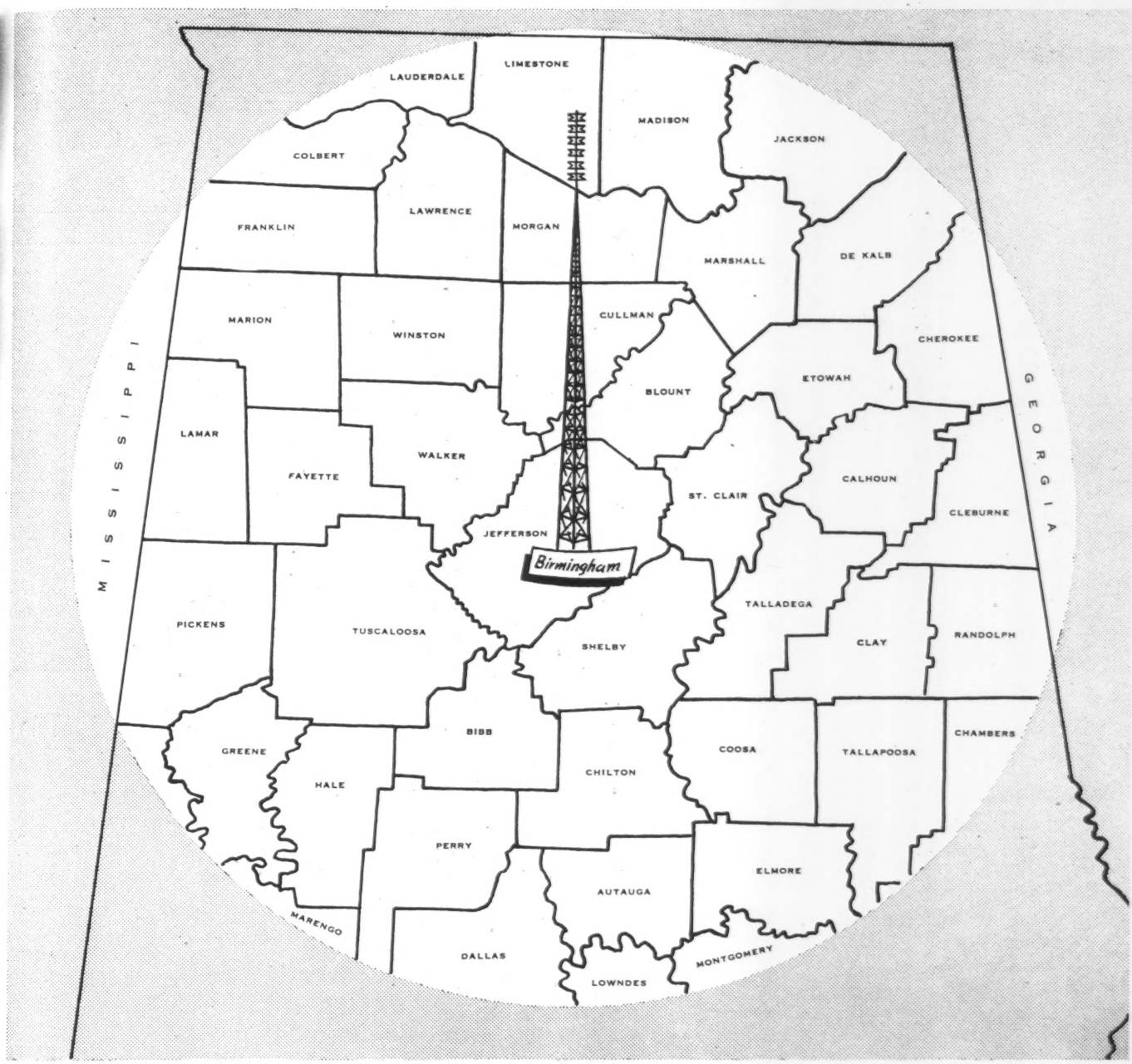
PROMOTION

WBRC-TV has long been acknowledged as one of TV's most aggressive promotion stations. Winner of national awards for outstanding merchandising on behalf of its advertisers, the station's own full-time merchandising department completes the final link in the chain of sales that extends from advertiser-broker-retailer to consumer. All accepted promotion and merchandising devices are used to increase the sale of advertised products, including point-of-purchase displays in the chain stores.

PROGRAM PERSONALITIES



HAPPY HAL BURNS | JOAN MEADOWS | RICK NELSON | BOB BANDY | HENRY NORTON | MARGO GEORGE | SHAF GREGORY

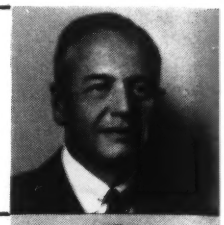


Market Data For WBRC-TV's 35 County Coverage*

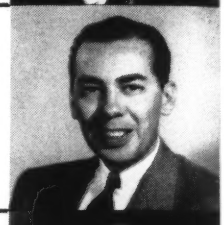
POPULATION	TV FAMILIES	FOOD SALES	DRUG SALES	RETAIL SALES	E. B. I.
1,934,000	262,000	372,629,000	38,280,000	1,409,568,000	1,986,952,000

*Source: TV Families, "TELEVISION" MAGAZINE; Market Data, Sales Management 1953

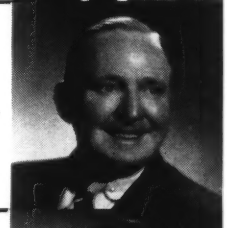
PANORAMA OF BIRMINGHAM AT NIGHT



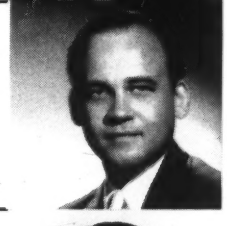
George B. Storer
President,
Storer Broadcasting Co.



J. Robert Kerns
Vice President,
Managing Director
WBRC-TV



Oliver Naylor
Local
Sales Manager



M. D. Smith
Program
and
Production
Manager

Sterling Madding
Promotion
and
Merchandising
Manager

BIRMINGHAM
INDUSTRIAL CENTER OF THE SOUTH

Birmingham, strategically located, is an important distributing center for the southeast. It is served by nine trunkline railroad systems, a water route to the Gulf, several major airlines, and numerous motor freight lines. In Birmingham's wholesale distributing area more than 3,000,000 persons are served with modern lines of dry goods, millinery, drugs, hardware, construction equipment and many other products.

MANUFACTURING

Birmingham has become the manufacturing center of the Southeast in 78 years because of many factors. It lies in the heart of a rich mineral section, the only spot on the globe where coal, iron ore and limestone, the three essentials for making steel, are found together in commercial quantities. Its 920 diversified industries range from chemicals to clothing and from household furniture to heavy machinery.

TRADE

Birmingham's retail district is one of the finest in the South. In just Jefferson County there are 5,250 retail establishments having an annual payroll of over $60,000,000. Retail sales for WBRC-TV's coverage area are almost a billion and a half dollars, for Jefferson County alone they were more than $671,373,000 in 1953. Birmingham is the shopping capital for a radius of 100 miles.

NATIONAL SALES REPRESENTATIVES; THE KATZ AGENCY, INC.

NATIONAL SALES HEADQUARTERS:

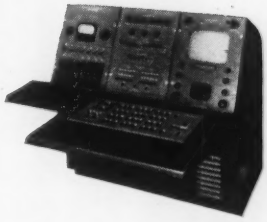
TOM HARKER, V. P., National Sales Director
118 E. 57th St., New York 22, ELdorado 5-7690 ● **BOB WOOD,** Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498

Congratulations

WBRC-TV *on*

An installation with a FUTURE

MONOCHROME and COLOR



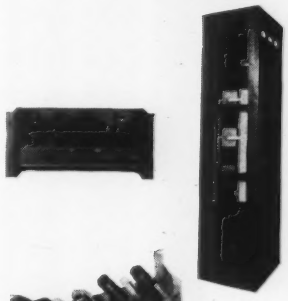
COMPLETE RELAY SWITCHING FACILITIES

CAMERA SWITCHING SYSTEMS

PROVIDING THE ULTIMATE IN PRODUCTION FLEXIBILITY

PROGRAM SWITCHING SYSTEM

PRESET VIDEO & AUDIO MASTER CONTROL ASSURING ACCURATE SPLIT SECOND SWITCHING OF MONOCHROME AND ENCODED COLOR SIGNALS

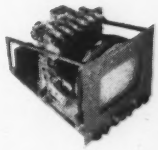


MASTER POWER SUPPLY SYSTEM

LARGE POWER RESERVE FOR COLOR SPACE SAVING — GREATER RELIABILITY

COLOR DISTRIBUTION THROUGHOUT

MINIMUM PHASE AND GAIN DIFFERENTIAL DISTORTION DISTRIBUTION AMPLIFIERS



PROGRAM AND MASTER MONITORS

FOR CRITICAL MONITORING OF HIGH DEFINITION PICTURES

DIAL OPERATED MONITOR SWITCHING

PERMITTING KEY PERSONNEL CLOSE TOUCH WITH OVERALL OPERATIONS.

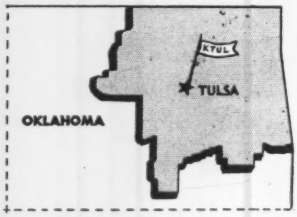
General **Communications**

MAKERS OF TIME PROVEN EQUIPMENT

VIDEO AND AUDIO MANUFACTURING ENGINEERS

FORT ATKINSON WISCONSIN

COMPLETE COVERAGE WITHOUT WASTE!



MEASURED FOR THE MARKET

For The *First Time* In Tulsa A *New "Consumer Panel"*

1,000 women available for sampling and testing of all types of merchandise. These women are an active, enthusiastic panel that are also available for special research, pantry shelf surveys, etc.

Another KTUL *Xtra* For Advertisers

For further information on Tulsa's "Consumer Panel", write to: George Ketcham, Promotion Director, KTUL.

The "HAPPY MEDIUM" Station

KTUL

CBS Radio in Tulsa ☆ 5000 Watts day and night

L. A. Blust, Jr., Vice Pres. & Gen. Mgr.
Wm. Swanson, Sales Mgr.

Avery-Knodel, Inc.
National Representative

Affiliated with
KFPW — Fort Smith, Ark.
KOMA — Oklahoma City

by Oregon Television's attorney, that he had never told Mr. Brenner that the record was incorrect, and that he was given to understand by Oregon Television principals that his resignation would not preclude his being employed in a capacity other than general manager.

Broadcast Bureau recommended that the grant be stayed and the hearing record be reopened to determine all the facts and circumstances concerning the resignation and withdrawal of Mr. Stiles.

Reinsch Asks Demos To Allow Radio, Tv

RADIO and television would be admitted to all the committee meetings of the 1956 Democratic presidential nominating convention in a proposal by J. Leonard Reinsch, managing director of WSB-AM-FM-TV Atlanta.

Mr. Reinsch, who is the Democratic National Committee's radio-tv consultant and a member of its special advisory committee on rules for the 1956 convention, said last week he would make the proposal last Saturday at a two-day meeting of the Democratic National Committee at Indianapolis' Claypool Hotel.

It is the objective of the special rules advisory committee to open all convention committee meetings to all media, he said. This has not always been done in the past, he added.

Mr. Reinsch said he also was to make a number of other proposals to the rules group, which is studying methods to improve and modernize convention procedures in the light of television and current problems.

Membership of the special rules advisory committee was announced last Wednesday by Stephen A. Mitchell, chairman of the national committee. One other media member of the group is Jonathan Daniels, *Raleigh* (N. C.) *News & Observer*, which owns 14% of WNAO-AM-FM-TV.

The Indianapolis meeting last week is regarded as the kickoff for the 1954 Democratic congressional campaign. It included a campaign workshop for candidates and a fund-raising dinner Saturday which Adlai E. Stevenson was to address, with his talk carried by tape on the CBS Radio Network at 10:30-11 p.m. EDT and by hot kinescope on CBS-TV at 11:15-45 p.m. EDT.

FCC Actions Include DA Grant to KMJ-TV

FCC last week approved the request of KMJ-TV Fresno for a directional antenna, granting a waiver of Sec. 3.614 (b) (4) to permit the ch. 24 station to change its transmitter and make other equipment changes to accomplish this.

In other actions, the Commission:

• Approved applications to establish auxiliary STL stations to exchange programs between ch. 23 KCEB (TV) Tulsa and ch. 22 KFSA-TV Fort Smith, Ark. Using four hops, the transmitters will be located at KCEB, at KMUS Muskogee, outside Muskogee and near Cowlington, Okla.

• Denied the request of ch. 74 WMGT (TV) North Adams, Mass., to operate temporarily on ch. 15. Comrs. Frieda B. Hennock and Robert E. Lee dissented.

• Authorized ch. 12 WDEL-TV Wilmington, Del., to increase its power to 316 kw and change antenna height to 620 ft. Comr. Frieda B. Hennock issued a dissent on her usual grounds of concentration of control of media and overlap.

• Proposed to hold rule-making proceedings to add ch. 10 to Goodland, Kan.; ch. 4 to Richmond, Ky.; substitute ch. 13 for ch. 43 at Monroe, La., and assign ch. 13 to Princess Anne, Va. Comments were asked on or before Oct. 15.

It also was announced that a group of 30 Fairbanks, Alaska, businessmen had banded together to file for one of the vhf channels in that city. A. G. Hiebert, president-general manager of KTVA (TV) Anchorage, Alaska, is one of the principals in the Fairbanks group. KFIF (TV), owned by Kiggins & Rollins who also operates KFIA (TV) Anchorage, is the grantee of ch. 2 in Fairbanks. The station's debut has never been announced.

FCC Approves KMO-TV Sale; Two Am Sales Also Okayed

SALE of ch. 13 KMO-TV Tacoma, Wash., by Carl D. and Carl E. Haymond to J. Elroy McCaw for $300,000 [B•T, July 12] was approved by the FCC last week, with Comr. Robert E. Lee dissenting. The Commission also dismissed its show cause order against Mr. McCaw relating to his ownership of more than the maximum seven am stations on the ground that he had complied with the regulation. He has relinquished his holdings in KLZ Denver, KPOA Honolulu and KILA Hilo, both T.H.; now retaining interests in KALE Richland, KELA Centralia, KAPA Raymond (via Mrs. McCaw), KYAK Yakima, all Washington; KYA San Francisco, KORC Mineral Wells, Tex., and WINS New York.

Commission also approved (with Comr. Robert T. Bartley dissenting) the sale of WFOX Milwaukee (860 kc, 250 w, day) from Charles J. Lanphier and associates to Joseph A. Clark for $100,000, and of WTAN Clearwater, Fla. (1340 kc, 250 w), from Otis E. Pruitt and associates to William G. Wells and associates for $106,000. WFOX principals had to dispose of the station due to their merger option to own 30% of ch. 12 WTVW (TV) Milwaukee.

Newton Loses Primary Bid For Demo Senate Choice

DENVER's Mayor Quigg Newton, stockholder in KOA-AM-FM-TV Denver, last week lost his bid for nomination by the Democrats as candidate for the Senate seat being vacated by Sen. Edwin C. Johnson, Democrat.

Former Rep. John A. Carroll won an easy victory over Mr. Newton Tuesday in Colorado's primary election for the Democratic U. S. Senate nomination. Sen Johnson leaves the Senate after three terms to run for governor of Colorado, an office he held for two terms before entering the Senate.

Three New Am CPs Issued

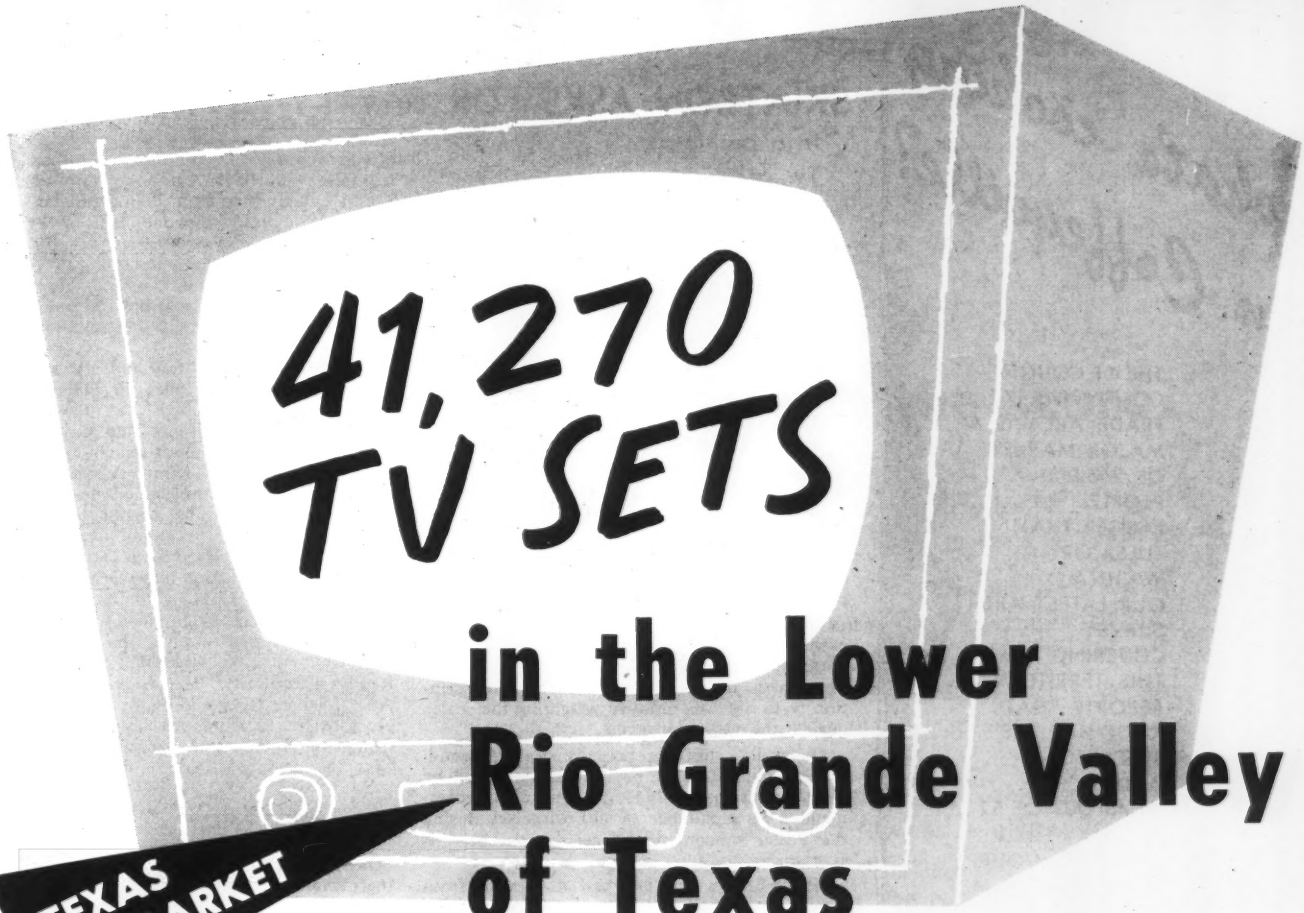
FCC authorized the following new am stations last Thursday:

Sevierville, Tenn.—Smoky Mt. Bcstg. Corp., 930 kc, 1 kw, day.

Sweetwater, Tenn.—Harriman Bcstg. Co. 800 kc, 500 w, day.

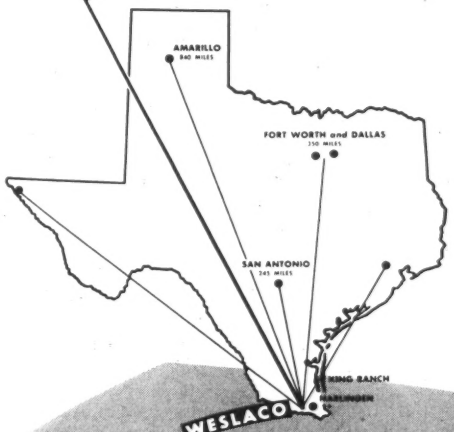
Salt Lake City—Seagull Bcstg. Co., 1370 kc, 1 kw, day.

The Commission also authorized WPGC Morningside, Md., to increase its 1580 kc power from 250 w to 1 kw, still daytime, subject to Canadian radiation engineering condition. It also approved change for WADP Kane, Pa., from 1590 kc to 960 kc, continuing 500 w daytime power.



in the Lower Rio Grande Valley of Texas

TEXAS 5th MARKET



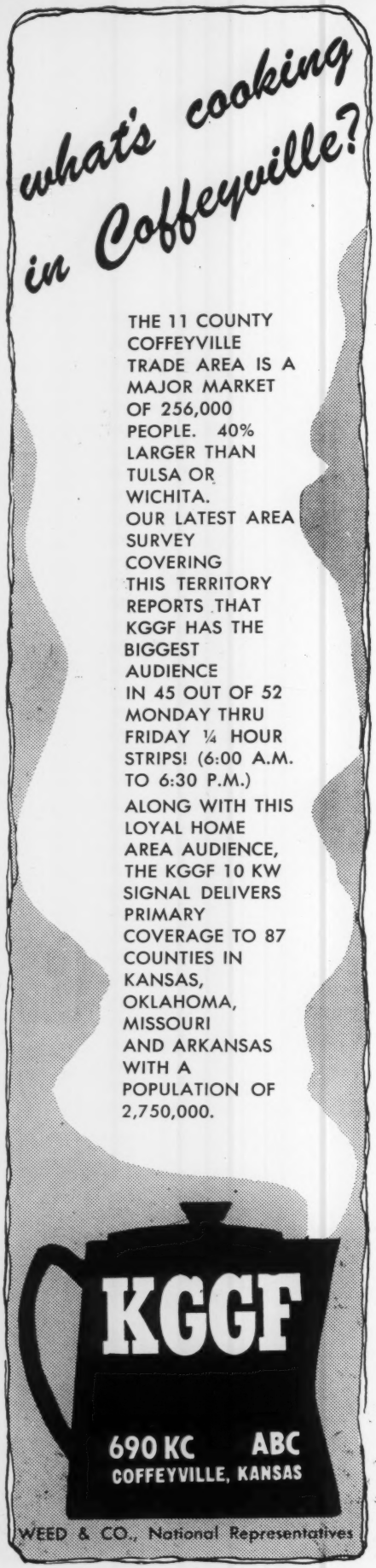
Hard to realize, isn't it, Mr. Time Buyer?...your advertising message on 41,270* TV sets in the Lower Rio Grande Valley, the nation's 63rd market...and the fifth market in Texas. And the people who see your advertising have the money to buy your product. Right now, $90,000,000 is in circulation in the Lower Rio Grande Valley, from this year's cotton crop. The 378,000 people in the Valley have a combined effective buying income of $350,000,000. Farm incomes in this fertile valley average $12,500 a year per farm family, and last year over $284,080,000 was spent in retail sales.** Start getting your share of the nation's 63rd market today.

WIRE COLLECT FOR FULL DETAILS

*November 1, 1953, Nielsen Survey plus known sales of retail merchants as of this date.
** *Sales Management.

KRGV AM-TV
NBC AM-TV
channel 5
Rep. by Paul H. Raymer Co.

KGBT AM-TV
CBS AM-TV
channel 4
Rep. by H-R Representatives


what's cooking in Coffeyville?
THE 11 COUNTY COFFEYVILLE TRADE AREA IS A MAJOR MARKET OF 256,000 PEOPLE. 40% LARGER THAN TULSA OR WICHITA.
OUR LATEST AREA SURVEY COVERING THIS TERRITORY REPORTS THAT KGGF HAS THE BIGGEST AUDIENCE IN 45 OUT OF 52 MONDAY THRU FRIDAY ¼ HOUR STRIPS! (6:00 A.M. TO 6:30 P.M.)
ALONG WITH THIS LOYAL HOME AREA AUDIENCE, THE KGGF 10 KW SIGNAL DELIVERS PRIMARY COVERAGE TO 87 COUNTIES IN KANSAS, OKLAHOMA, MISSOURI AND ARKANSAS WITH A POPULATION OF 2,750,000.
KGGF
690 KC ABC
COFFEYVILLE, KANSAS
WEED & CO., National Representatives

SKIATRON ASKS FOR PAY-TV APPROVAL

In a petition to FCC, Skiatron Tv asks that its Subscriber-Vision system be authorized but limited to uhf stations for first three years.

LONG expected petition by Skiatron Tv Inc., asking the FCC to authorize its system of subscription television, was filed last week—but with a twist.

Skiatron Tv, which is the company holding world rights to Subscriber-Vision, the pay-as-you-see tv system developed by Skiatron Electronics & Television Corp.—asked that the punch-card method be limited to uhf stations for the first three years of commercial operation.

In this way, Skiatron Tv said, ailing uhf stations will be given a head start over competing vhf stations.

This aroused a flurry of comment in broadcasting circles. The tenor of these was that it illegally discriminates against vhf stations. There was also comment that tying subscription tv to uhf was unfairly weighting the scales against the pay-tv principle.

Generally, uhf proponents were gleeful. Commercialization of pay-tv was requested by 10 uhf stations in 1953. It was also recommended by a number of uhf witnesses during the Potter subcommittee hearings on uhf this past spring.

The FCC, which has had a petition from Zenith Radio Corp., Chicago, asking for rule-making hearings on subscription-tv—pending since 1952—has done some preliminary work on the subject, but, as far as is known, has not scheduled it for consideration.

It is understod, however, that the Commission may turn a serious eye on pay-tv this fall.

The Skiatron system operates by sending out a standard tv signal plus another signal which scrambles the picture at the receiving point. Decoders at subscribers' receivers eliminate the distorting signal element by the use of coded punch cards.

Buy or Lease Decoders

In order to receive Skiatron's subscription-tv, tv sets owners would have to buy or lease decoders for attachment to their sets. Coded cards would be sold for a fixed, or variable, fee.

Skiatron mentioned that it had in mind a combination uhf converter-decoder "relatively inexpensive and easy to install and operate."

It was learned that Skiatron Tv was hoping that it would be possible to offer single-channel uhf converter-decoder combinations for less than $15 each.

Skiatron also said it would furnish the FCC with information regarding charges and distribution of coded cards at a later date. It was understood that Skiatron had negotiated with several national distribution organizations to handle that end of subscription-tv. One of these was said to be Western Union.

Skiatron Tv is headed by Matthew Fox, motion picture and television entrepreneur (Cinerama, Motion Pictures for Television Inc., United Artists, among other interests). He secured the rights to Subscriber-Vision from Skiatron Electronics last March [B•T, March 29].

Idea of pay-as-you-look tv, which is premised on the assumption that advertising-supported telecasting cannot afford high quality programs, or those for limited audiences, was first broached by Zenith shortly after commercial telecasting began, in 1947. At that time, Zenith called its system Phonevision, because it planned to use telephone lines to send the decoding signal to subscribers' receivers. In 1951, Zenith ran a 90-day test with 300 Chicago families on its Phonevision system. In 1952 it petitioned the FCC to authorize subscription-tv, but did not ask that the Phonevision system be standardized.

In 1953, a group of four uhf stations—later joined by others—petitioned the FCC to act on the Zenith petition.

During the last few years, Rep. Carl Hinshaw (R-Calif.) has talked about redefining the word broadcasting in the Communications Act. His attitude was that subscription tv should be classified as a common carrier service, thus being subject to FCC regulation on franchises, rates, etc. In mid-1953 Rep. Hinshaw introduced HR 6431 making those changes. In May of this year, the House Commerce Committee received comments from the FCC which held that if subscription tv was in the public interest, the Commission had the right to authorize it. Radio - Electronics - Television Manufacturers Assn. also filed objections to the Hinshaw bill. No further action was taken on the bill before Congress adjourned last month [B•T, July 5, May 17].

Schoeppel Espouses Idea

In more recent weeks, Sen. Andrew F. Schoeppel (R-Kan.) issued a statement through the *Congressional Record* endorsing the idea of subscription tv. He also called on the FCC to take some action on fee-tv soon [B•T, Sept. 6]. Sen. Schoeppel is a member of the Senate Commerce Committee, which has jurisdiction over broadcasting, and of the Potter subcommittee [Sen. Charles E. Potter (R-Mich.)].

In addition to Skiatron and Zenith, the International Telemeter Corp. also has a system of subscription tv which it has operated since the end of November 1953 in Palm Springs, Calif. The system there, however, is operating without FCC authority since none is required; it is furnished to about 200 subscribers through the facilities of the Telemeter-owned community television system [B•T, May 3].

ITC, which has not filed any papers with the FCC yet, is 57% owned by Paramount Pictures Corp. It operates its subscription tv on the same principles as other pay-tv systems, but collects its box office admission price through a coin-box device attached to the receiving set.

Although nothing has ever been said publicly, RCA is known to have a subscription tv system in its laboratories which would unscramble distorted pictures for subscribers through the use of a transmitted over-the-air code signal.

Skiatron Tv's petition also recommended that a limit of 35 hours a week be placed on subscription-tv broadcasts by individual stations.

Kerrigan Joins Kerrigan Lewis

E. J. KERRIGAN, deputy director of the U. S. State Dept.'s Office of Foreign Building Operations, resigned effective last Friday to become assistant to the president of the Kerrigan Lewis Mfg. Co. of Chicago, manufacturers of textile covered insulated copper magnet and Litzendraht wire. Mr. Kerrigan had been deputy director of FBO since May 1952 and previously was associated with the Voice of America, Press Wireless Inc. as a vice president, and the *Chicago Tribune*.

He knows the score!

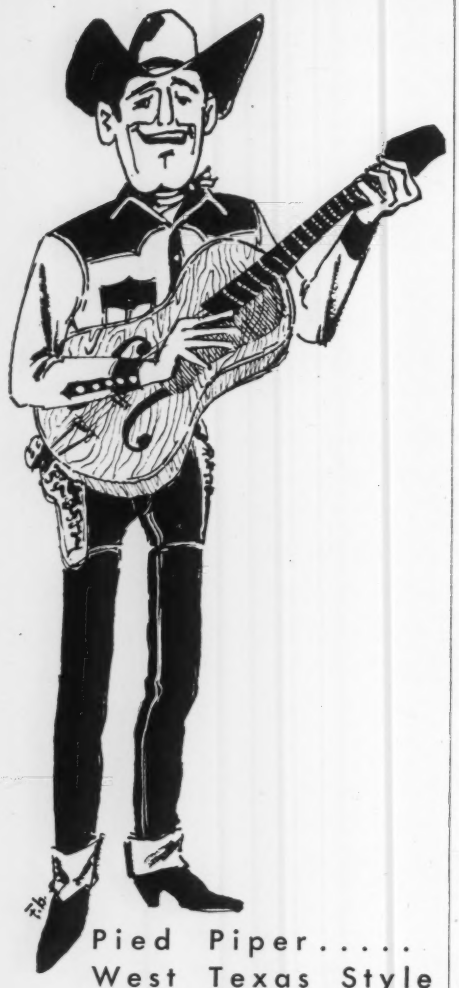
Even Paul Bunyan, who excelled at all sports, would be baffled by the complexities of modern football, as it's played today in the Big Ten.

Not so WCCO RADIO's ace sportscaster, Dick Enroth, one of the sports giants of the Northwest. With more than 17 years of sportscasting to his credit, Enroth knows the score so well he's acknowledged to be the top play-by-play broadcaster in the entire Northwest. He calls the plays for WCCO RADIO at the biggest events of the year—the biggest being U. of Minnesota football. And what happens? With at least four other Twin Cities stations carrying these games at the same time, the score-board shows that WCCO commands a bigger audience year after year than *all the other stations combined.* Enroth's nightly sports roundup reaches 194,730 Northwest homes a week—delivering *1.2 million* listener impressions every week!

Advertisers who know the score will let Dick Enroth carry the ball for them in the Northwest this Fall and Winter. Altho' his football broadcasts are all sponsored, participations are still available in his evening show.

Call or wire **WCCO RADIO**

Minneapolis-St. Paul
The Northwest's 50,000-watt Giant
Represented by
CBS Radio Spot Sales



Pied Piper.....
West Texas Style

Cowboy singer Jack Huddle teams up with Agee the Clown and cartoonist Dirk West each day to corral the biggest bunch of small fry watching TV sets anywhere. It's now open for participation 4 till 5:30, Mon. thru Fri.

affiliated CBS DuMont

KDUB-TV

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

TWO TV STATIONS BEGIN OPERATIONS

START of regular programming has been reported by two new tv stations, one of which is in Canada.

KTVX (TV) Muskogee, Okla., the first tv there, was scheduled to begin programming Saturday. The ch. 8 outlet is affiliated with ABC and DuMont and represented by Avery-Knodel Inc. After broadcasting a test pattern last Thursday KTVX said it received reports of strong signals from Fort Smith, Ark., Tulsa, Bartlesville and Eufaula, Okla., as well as Muskogee. The debut of KTVX increases to 399 the number of operating tv stations.

CKLW-TV Windsor, Ont. (Detroit, Mich.), started commercial operations last Thursday. Guest appearances by broadcasting and advertising figures highlighted the 9 p.m. dedication program. Ted Campeau, CKLW-TV president, conducted a tour of the station for the guests. The ch. 9 outlet is represented in the U. S. by Adam Young Television Corp.

Reports from other stations:

WUSN-TV Charleston, S. C., expects to begin commercial programming next Saturday affiliated with NBC and DuMont, J. Drayton Hastie, president and general manager, has reported. The station, on ch. 2, will operate with 100 kw power from an 850-ft. tower.

WINT (TV) Waterloo, Ind. (Fort Wayne), went on test patterns Sept. 12 and expects to start regular operations next Sunday, Ben K. West, promotion manager, has announced. The ch. 15 station is affiliated with CBS.

WCNY-TV Carthage-Watertown, N. Y., will begin test patterns Saturday and plans to go commercial Oct. 1, the station has reported. Rain and strong winds have held up construction the past three weeks.

WTVW (TV) Milwaukee held ground breaking ceremonies Sept. 10 for its $1 million television plant. The station, on ch. 12, expects to begin operations Oct. 27 with a temporary tower and 217 kw, WTVW has reported. A new tower measuring 1,105 feet will be completed at the year's end when the ch. 12 station plans to boost to 316 kw. It will be affiliated with ABC and DuMont.

Two educational non-commercial outlets reported construction progress last week. KETC (TV) St. Louis, on ch. 9, began test patterns last Tuesday and expects to go on the air today (Monday) with an hour-long introductory program. WOSU-TV Columbus, Ohio State U. station on ch. 34, had the building plans for its proposed studios approved by the Board of Trustees.

WNBW (TV) In-School Series Claims Sponsorship 'First'

TWICE-WEEKLY sponsorship of the daily *District of Columbia Public School Series,* which is broadcast as an official part of the Washington elementary school curriculum over WNBW (TV) there, has been taken by the Perpetual Building Assn. of Washington. According to Carleton D. Smith, NBC vice president and WNBW general manager, this marks the first time that an educational series designed for viewing in elementary school classrooms has been presented on tv under commercial sponsorship.

Winner of first place for in-school viewing programs in the 1953 Ohio State awards competition, the series is presented in conjunction with the studies of over 35,000 students in the third, fourth and fifth grades each weekday from 2:45-3 p.m. The programs, Monday through Friday, respectively, are: "Science in Everyday Life"; "Freedom Tours"; "Let's Speak French"; "Behind the News," and "Let's Speak Spanish."

Edward C. Baltz, Perpetual president, said the programs will not be interrupted by commercial announcements. A short message before and after each program will point up an aspect of thrift in the lives of great Americans.

DISCUSSING PLANS for sponsorship of two programs of weekly *District of Columbia Public School Series* by Perpetual Building Assn. of Washington over WNBW (TV) there are (l to r): seated, Dr. Hobart Corning, Superintendent of District of Columbia Schools; Edward C. Baltz, Perpetual president; C. Melvin Sharpe, board of education president; standing, Harry Merrick, vice president, Kal, Ehrlich & Merrick Adv.; Dr. Carl Hanson, associate superintendent of schools, and Carleton D. Smith, WNBW general manager.

WIS-TV Columbia Boosts To Maximum 269 Kw Power

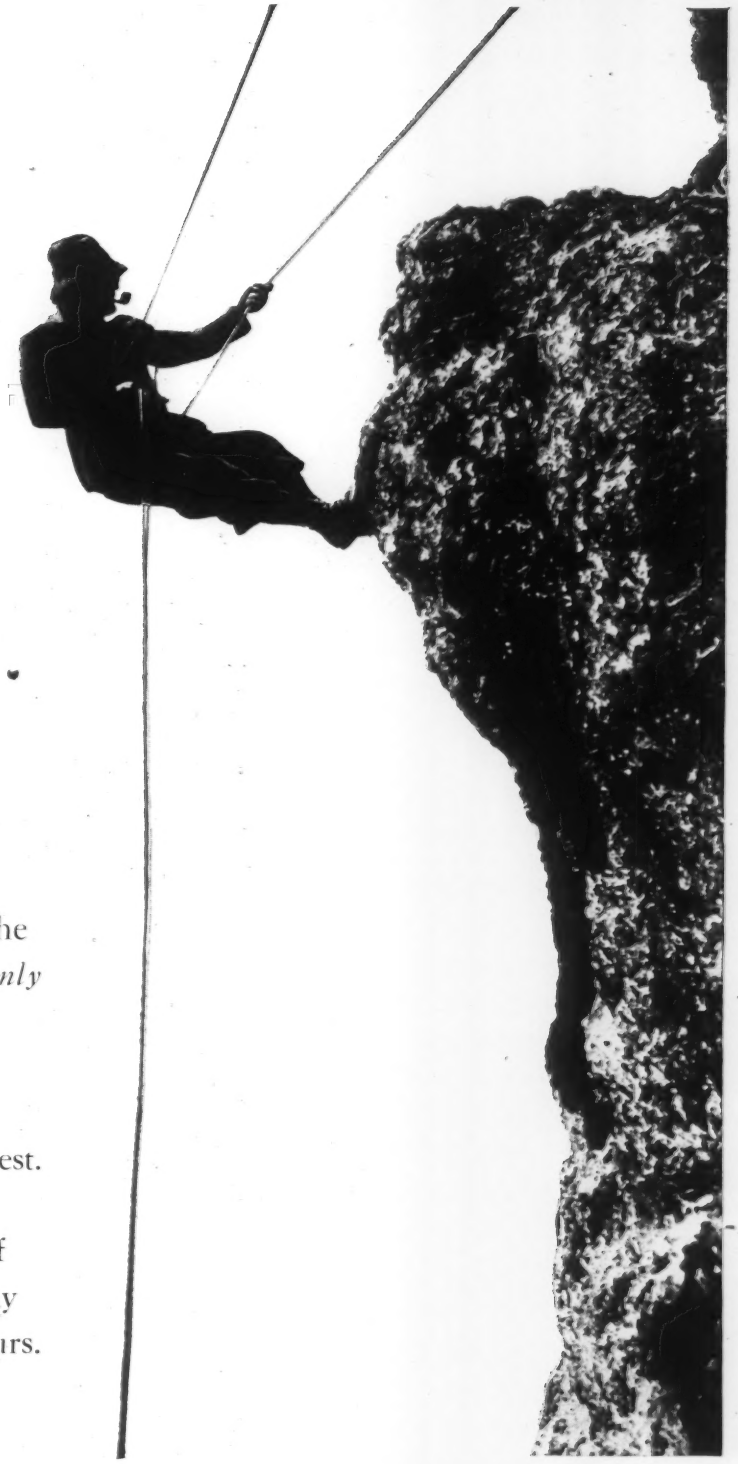
BOOST in power to full 269 kw was reported last week by G. Richard Shafto, president of ch. 10 WIS-TV Columbia, S. C. The increase has added about 2,000 square miles to the station's coverage, Mr. Shafto said.

WIS-TV is operating from its 640-ft. tower, which was constructed last year to allow for the power increase. The station had been operating with 106.5 kw since last Nov. 7. It has a primary affiliation with NBC and also carries programs from DuMont and ABC.

WFIL-TV Begins Color Use

WFIL-TV Philadelphia last week began color slide transmission and plans to launch color film transmission about mid-December, according to an announcement by Roger W. Clipp, general manager. WFIL-TV has offered to telecast advertisers' color commercial slides at no increase in cost over black-and-white. The ch. 6 outlet estimates there are approximately 350 color sets in use in its coverage area.

CBS
RAIN?
Yes, it rains profits galore when you pick WWPA to open people's purses and keep 'em running into stores in this great Pennsylvania market!
WWPA
Williamsport, Pa.
Contact Burn-Smith Co. for details.



Everyone has something he does best...

Here's what *we* do best. We give undivided attention and skill to the responsibilities of representing *only* television stations . . . and with a quality of results possible only through intense specialization. Foremost TV stations want the best. That's why we are privileged to represent those you see below. If you share their standards, you may well want to know more about ours.

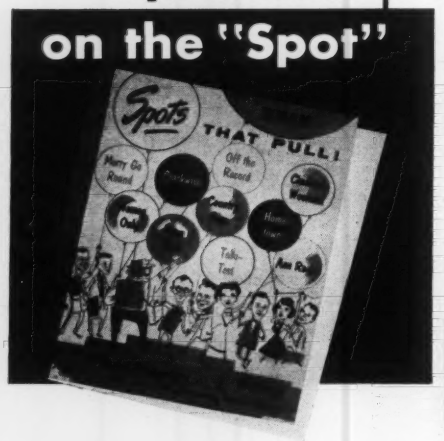
Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the *only* representative devoted *only* to television

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

Personalities sell your products on the "Spot"



This little folder will give you all the information on how and why WHAM personalities sell one of the country's richest markets. Describes the personality, what the program is, whom it reaches and its low cost per thousand listeners.

The *one* medium to reach 4½ million Western New Yorkers who have more money to spend is WHAM. Why not write WHAM immediately or ask your nearest Hollingbery office for this folder?

50,000 WATT CLEAR CHANNEL

WHAM

ROCHESTER RADIO CITY

The Stromberg-Carlson Station

AM-FM ★ NBC Affiliate

Geo. P. Hollingbery Co., Nat'l Rep.

SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

CLARK AFFILIATES WITH WALKER CO.

GEORGE CLARK, former president of George Clark Inc., New York station representative, has affiliated himself and his firm [CLOSED CIRCUIT, Sept. 13] with The Walker Co., station representative, New York, effective immediately, it has been announced by Wythe Walker, president of the firm, Otis Rawalt, vice president of Walker, and Mr. Clark. The latter will act in

MR. CLARK

MR. WALKER

an executive capacity at the representative company.

Mr. Clark, before forming his own station representative firm, had been Midwest sales manager in Chicago for WLW Cincinnati. Mr. Clark will be in the firm's New York office.

MR. RAWALT

Mr. Walker founded the station representative firm some 15 years ago.

Mr. Rawalt has been with the Walker Co. for the past 10 years.

Offices of The Walker Co. are in New York (its headquarters), Boston, Atlanta, Chicago, Minneapolis, Los Angeles and San Francisco.

WILK-TV Signs With GE, Plans Boost to 1000 Kw

CONTRACT for a 45-kw uhf GE transmitter was signed last week at General Electric's Syracuse plant by WILK-TV Wilkes-Barre, Pa. (ch. 34).

GE and the station jointly announced that the signing presages WILK-TV soon becoming "the nation's most powerful television broadcasting station." The new transmitter will be used with a new antenna and transmission lines to permit one million watts effective radiated power, increasing WILK-TV's power by more than four times its present output and bring it up to the maximum allowed for any tv station under FCC regulations, Thomas P. Shelburne, WILK-TV manager, explained. GE claimed that the 45-kw transmitter is the most powerful for uhf that has been built to date.

WILK-TV was granted its permit to operate at maximum power in August. According to Paul L. Chamberlain, general manager of GE's broadcast equipment product department, the transmitter has been slated for shipment late this year. The station plans to be on the air with it by the first of next year.

Epps Succeeds Daisley As WIS-TV Sales Manager

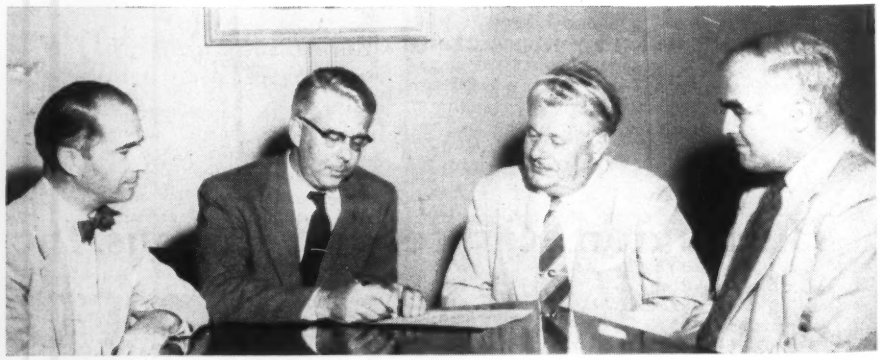
LAW EPPS, sales manager of WJBF-TV Augusta, Ga., has been named to succeed Tom Daisley as sales manager of WIS-TV Columbia, S. C., it was announced last week by Charles A. Batson, WIS-TV managing director.

MR. EPPS

Mr. Epps is a native of Spartanburg, S. C., and started his radio career at WSPA there. He formerly was national sales manager of WCOS-TV Columbia. Mr. Daisley has resigned to establish an advertising consulting service in Columbia.

WBAP-TV Goes to Maximum

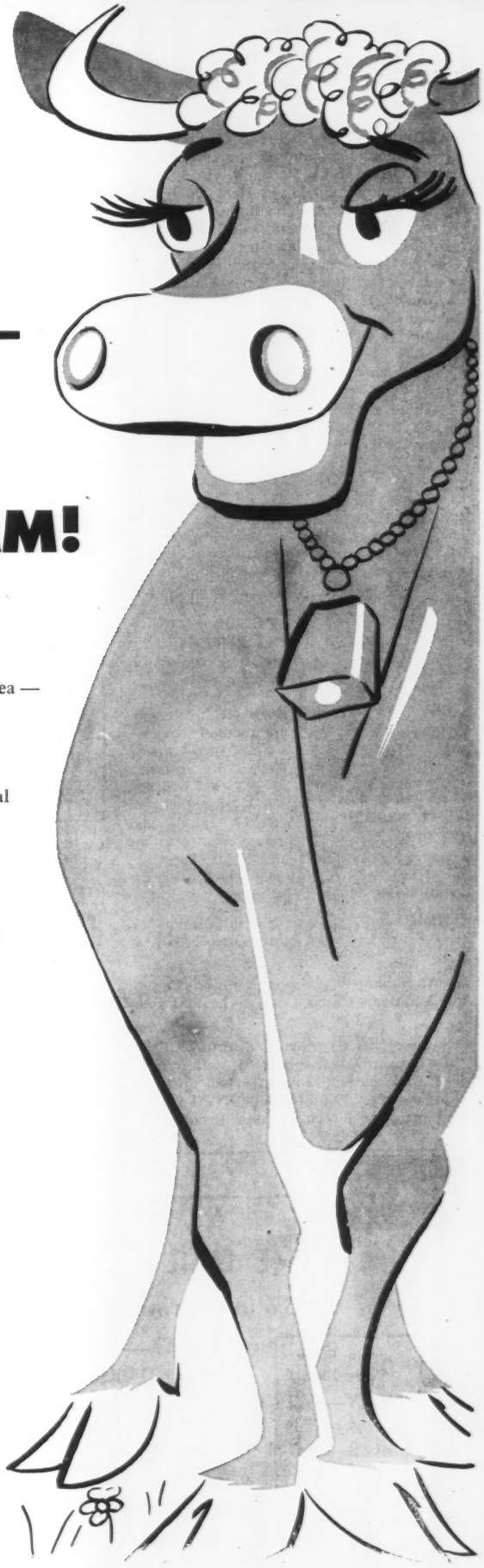
SWITCH last week to maximum 100 kw power with the use of a new RCA transmitter that "has been in the process of installation for nearly two years," has been reported by WBAP-TV Fort Worth, Tex. Amon Carter Jr., president of Carter Publications Inc., WBAP-TV owners, threw the switch that transmitted the new signal from the station's 1,113-ft. tower. The ch. 5 outlet expects to cover 55 counties in the Fort Worth-Dallas area, it reported.



THOMAS P. SHELBURNE (second from l), managing director of WILK-TV Wilkes Barre, Pa., contracts with General Electric for a 45 kw transmitter which will enable the ch. 34 outlet to boost to 1 million w power. L to r: William Broughton, GE broadcast equipment district manager; Mr. Shelburne; Paul L. Chamberlain, general manager, GE broadcast equipment product dept.; John Creutz, WILK-TV consulting engineer.

with WAVE

you don't buy the cow—



YOU BUY THE CREAM!

Only *one* radio station in Kentucky gives you exactly what you want in this State, and at the right price.

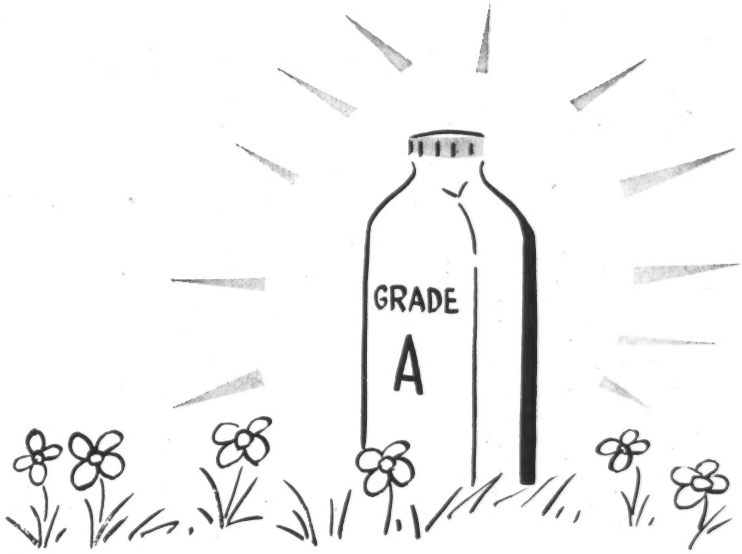
MORE THAN LOUISVILLE — LESS THAN KENTUCKY! WAVE's 50% BMB daytime area gives the Louisville Trading Area — no more, no less. *This Area accounts for 42.5% of Kentucky's total Effective Buying Income.*

COMPLETE PROGRAMMING—HIGH LISTENERSHIP. WAVE is the only NBC Station in or near Louisville. Our local programming is big-time stuff, too. We don't ask our audience to listen to one or two voices for endless hours. Our *radio* staff includes 62 people, 44 of whom do on-the-air work rather than management, sales, etc.

Don't buy the cow. Buy the cream — concentrated, unwatered, and nourishing! NBC Spot Sales has the figures.

WAVE • **5000 WATTS**
LOUISVILLE • **NBC AFFILIATE**

NBC Spot Sales, Exclusive National Representatives



CBS Radio, Tv Spot Sales To Represent KOIN Stations

CBS RADIO Spot Sales and CBS-TV Spot Sales have been appointed national spot representatives for KOIN-AM-TV Portland, Ore., it was announced jointly last week by Henry R. Flynn, general sales manager of CBS Radio Spot Sales, and Clark B. George, general sales manager of CBS-TV Spot Sales [CLOSED CIRCUIT, Sept. 13].

KOIN-AM-TV are owned and operated by the Mount Hood Radio & Television Broadcasting Corp. C. Howard Lane is vice president and manager of KOIN-TV and Harry H. Buckendahl is vice president and manager of KOIN.

KOIN, which was organized in 1925, operates on 970 kc with 5 kw. It is a primary basic affiliate of CBS Radio. KOIN-TV, on ch. 6, was established in October 1953 and is a primary basic affiliate of CBS-TV.

STATION PEOPLE

John F. Box, account executive, WOKY-TV Milwaukee, appointed station manager, WOKY.

S. John Schile, vice president, Rocky Mountain Broadcasting System, and sales manager, KUTV (TV), both Salt Lake City, to KLOR (TV) Portland, Ore., as general manager.

MR. SCHILE

Dale R. Peterson, commercial manager, Broadcasting Corp. of America (KPRO Riverside, KROP Brawley, KREO Indio and KYOR Blythe, all Calif.) appointed director of operations; **Nadine Hill** succeeds Mr. Peterson; **Joseph Hill** becomes business manager; **Effie Brakebill** becomes office manager.

Ken Hildebrandt, commercial sales manager, KYA S. F., appointed general manager, KEAR there.

Lester M. Smith, Blackburn-Hamilton Co., S. F., to KVSM San Mateo, Calif., as general manager.

Ted Cramer, formerly program director, KTVX-TV Muskogee, Okla., appointed station manager of that station; **John Devine,** formerly program manager, KCBD Lubbock, Tex., appointed program director, Tulsa Broadcasting Co. (KTUL Tulsa, KFPW Fort Smith, Ark., KTVX-TV).

Frederick Bailey to WBMS Boston as manager.

Louis F. Allen, account executive, WCPO-TV Cincinnati, to WMUR-TV Manchester, N. H., as assistant general manager.

Eugene P. McElwee, recently released from U. S. Air Force, to WTOP-TV Washington, as account executive.

Bob Brown, sales manager, KUDU (formerly KVVC) Ventura, Calif., to KVEN there as account executive.

Chick O'Malley, program director, WACE Chicopee, Mass., promoted to account executive; **Ed Carter,** chief announcer, succeeds Mr. O'Malley.

William W. Van der Busch, sales manager, WITV (TV) Miami, appointed general manager in charge of national and local sales.

Gene Ellerman, sales dept., Booth Radio and Television Stations Inc., Detroit, (WJLB-WBRI (FM) Detroit, WBBC Flint, WSGW Saginaw, Mich.), transfers to WBBC as sales manager; **Jim Rush,** news editor, WBBC, appointed program director of that station; **Charles Speights,** formerly advertising manager, Oxford Tool Co., Lapeer, Mich., to sales staff, WBBC; **G. Elwood Ryan,** chief engineer, WBBC, transfers to Detroit office; **Walter Wierzbicki** appointed transmitter supervisor, WBBC.

Joseph M. Miller appointed to newly-created position of local sales manager, KFMB San Diego; **Virgil L. Clemons,** automotive salesman, to sales staff.

Bill German, formerly with WJWL Georgetown, Dela., to WOND Pleasantville, N. J., as sales representative in Atlantic City market; **Chet Wise,** producer, *Beachcomber Show,* WOND, appointed sales representative in same market.

Harold W. Storm, promotion director, KMBC-AM-TV Kansas City, Kan., to KLZ-AM-TV Denver as promotion and advertising manager, succeeding **Bill Day,** appointed publicity director of that station.

MR. STORM

A. Richard Robertson appointed head, promotion and public relations dept., KSL-AM-TV Salt Lake City; **Robert Murdock,** promotion dept., KSL-AM, becomes assistant to Mr. Robertson.

Ted Nelson, formerly vice president and general manager, WBRD Ft. Lauderdale, Fla., to KIMN Denver (Intermountain Network station), as promotion and merchandising manager; **Howard Vineyard,** formerly with KFEL-TV Denver, to KIMN and Intermountain Network, Denver, as account executive.

Jim Eskilson, floor man for local productions, KEYT (TV) Santa Barbara, Calif., appointed studio-production manager; **Ray Dietrich,** news announcer and production assistant, appointed film and public events dept. head and night production supervisor; **Bill Huddy,** announcer, appointed news editor, senior announcer and assistant night supervisor; **Joe Costantino,** production and promotion depts., appointed to full-time promotion activities.

Jack Roach, sportscaster, WKBZ Muskegon, Mich., appointed news editor; **James Leiker** appointed chief announcer, WKBZ, succeeding **Miles Olsen,** resigned to accept teaching position.

Ethel Grey, women's director, WSBA York, Pa., returns after two month absence following accident July 16.

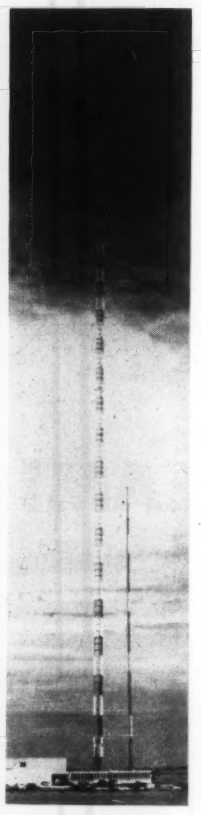
Jim Raser, writer-producer, *Jane Todd Show,* KCBS San Francisco, father of boy, David O'Donnell.

Rolf Hersgaard, newscaster, WCCO Minneapolis-St. Paul, father of boy, Barry Craig.

Harry Bickhardt, engineer, WIP Philadelphia, father of boy, William Craig.

Mark S. Love, 53, former vocal group director and soloist, WGN Chicago, died Sept. 10.

Highest



KWTV (TV) Oklahoma City's new antenna reaches skyward 1,572 feet and is, according to station reports, the world's tallest man-made structure.

The tower cost approximately $650,000, weighs 525 tons and rests on insulators designed to withstand a load of 5,600 tons with an estimated maximum work load of 1,400 tons. Line of sight of an observer at the top of the tower is from 60 to 80 miles.

Twenty-seven beacons requiring 14,400 watts of power are needed to outline the tower and additional lighting is required for the guy wires, night and day.

Designer and fabricator was the Ideco Division, Dresser-Stacey Co., Columbus, Ohio, and the builders were Mizell Construction Co., Ganado, Texas.

THE LATEST WCKY STORY

THE DAILY HIT PARADE

FIRST in Cincinnati—6:15-7:00 pm

1947—1948
1949—1950
1951—1952
1953—1954

From Pulse May-June
WCKY—6.2
Net A—5.3
Net B—3.0
Net C—2.9
Net D—2.7

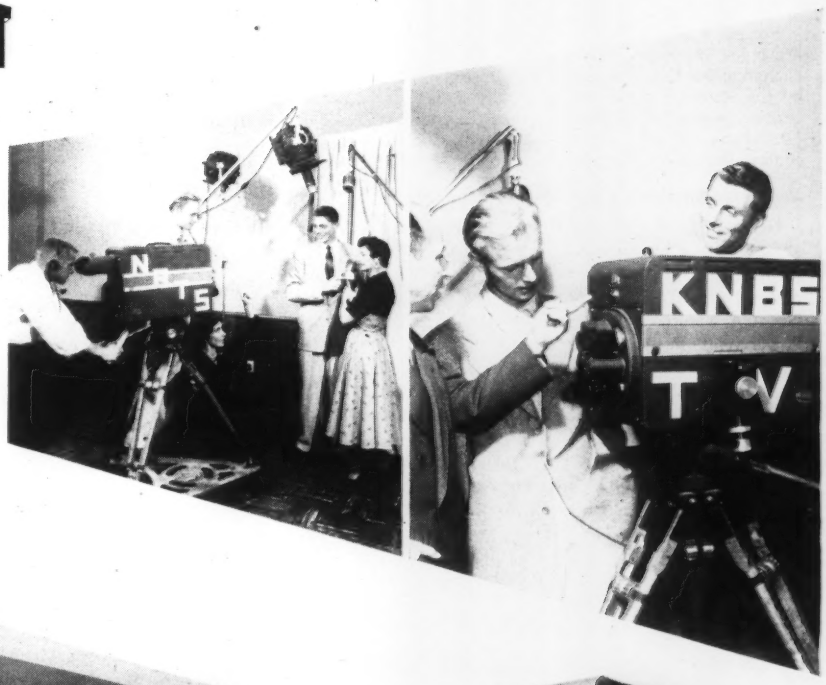
are YOU Buying a 6.2 Rating in Cincinnati?

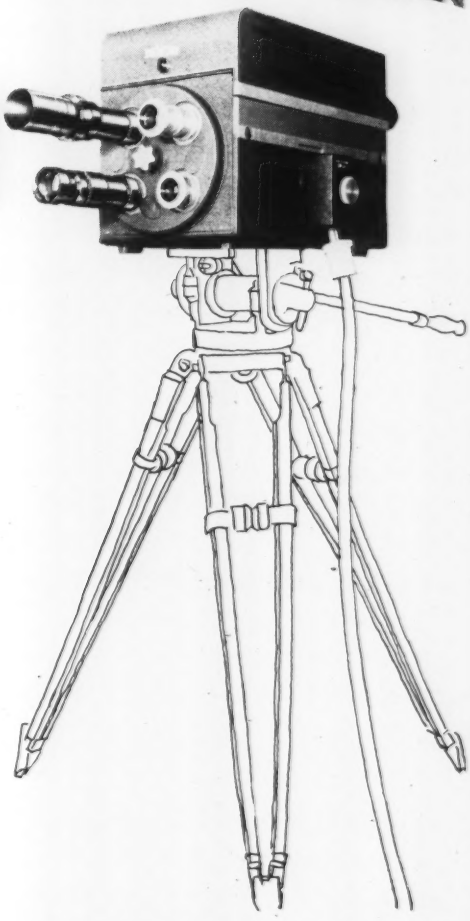
WCKY

NORTHWEST RADIO AND TELEVISION SCHOOL CHOOSES

DUMONT

Only the best at Northwest! The most experienced instructors, up-to-the-minute texts and superior TV equipment. That's why this leading School chose the Du Mont image orthicon camera chain . . . of the same type as used by leading TV network stations.





Graduates of Northwest Radio and Television have actual experience with commercial equipment and TV operation. Each graduate is thoroughly versed in TV fundamentals . . . many have specialized skills. If you're anticipating any personnel changes at your station wire or call our Placement Director. He can put you in touch with a qualified graduate in your area who will fill the bill. There is no charge or obligation for this service.

NORTHWEST RADIO AND TELEVISION SCHOOL
1221 N.W. 21st Avenue Portland 9, Oregon BE 7246

TV'S GROWTH ACCELERATES IN EUROPE

UER to Work Networks from Brussels:

EUROPEAN Radio Union has announced plans to establish a central technical and program office in Brussels, Belgium. UER was responsible for Eurovision, first temporary European tv network established earlier this year.

Future European television hookups (there are plans to stage a second Eurovision program exchange for late this year) will be distributed by the Brussels setup. This means that Lille, France, where the technical center for the first Eurovision network was located, will have no central functions in coming tv events.

West Germans in Uhf Experimentation:

German radio networks plan to introduce uhf tv within at least two years. An experimental uhf station with a power of 10 w is presently operated by the NWGR (North West German Radio) at Bielstein, West Germany. Power will be increased shortly to 100 w. Coming West German regular uhf television stations will, according to plans, operate in what is called in Europe the IV and V bands (470 to 585 mc and 610 to 960 mc).

German manufacturers have started construction of pilot sets, relying heavily on American set construction experience in the uhf field.

Monte Carlo Builds:

In Monte Carlo, southern France, a commercial television station is being constructed. It is understood that this will be the first and only commercial station in France.

The television station will closely cooperate with the Monte Carlo radio organization, though a special company is being established for the tv side of the operations. Company reportedly is controlled by Prince Rainier III of Monaco.

The Monte Carlo television station, one of the few commercial tv stations in Europe, will operate on the French ch. 2 (188 to 202 mc) and the transmitter is located 3,300 ft. above sea level, which means excellent receiving conditions in a large area. Station will adopt the French 819-line system.

West Germans Retail Tv at Loss:

Retail prices of latest models of television sets in West Germany are as follows:

	Table Sets	Consoles
15" tube	$166 to $190	
17" tube	$214 to $238	$238 to $307
21" tube	$250 to $260	$321 to $345

West German set manufacturers claim they sell at losses, because prices are set for large scale selling which is expected to start before the end of the year.

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT HOTELS

800,000 in Canada

A TOTAL of almost 800,000 television sets were in use in Canada at the end of July, according to a compilation by All-Canada Television and the Radio-Television Mfrs. Assn. of Canada. The latest data shows 26,500 sets added during the month of July, with about 20,000 in the provinces of Quebec and Ontario.

CBHT (TV) Begins Building

CONSTRUCTION of a transmitter building for CBHT (TV) Halifax was started early in September, W. E. S. Briggs, Canadian Broadcasting Corp. director for the Maritimes region, has announced. The one-story reinforced concrete building is to be completed before the end of October and the RCA transmitter is to be installed before the building is completed. A 400-ft. tower with an RCA antenna is being erected. It is hoped to have CBHT on the air by Christmas.

CHEX-TV Plans February Start

CHEX-TV Peterborough, ch. 12, is to start telecasting Feb. 1. A new transmitter and studio building is now under construction on a hilltop site in the northeastern outskirts of Peterborough. The new building also will house the CHEX-AM transmitter studios. CHEX-TV will have an RCA wavestack tubular antenna.

INTERNATIONAL SHORTS

CHCT-TV Calgary has joined the CBC non-interconnected tv network.

CFQC-TV Saskatoon has joined the CBC non-interconnected tv network.

CKCK-TV Regina, Sask., has issued second rate card, effective Oct. 1, with hourly rates on class A time starting at $200 and one-minute announcements at $45.

Underwriters Set Deadline For Fire Safety Awards

GOLD MEDAL awards for outstanding public service in fire prevention and fire safety by radio and tv stations will be presented for the 13th straight year, according to the National Board of Fire Underwriters.

The board plans on Dec. 1 to mail official entry blanks to all radio and tv stations and newspapers formally inviting them to take part. Deadline for entering the contest is Feb. 14, 1955. The awards were instituted by the board in 1942 and by last year, 12 dailies, eight weeklies and 14 radio or tv stations had been honored while some 100 others had received citations.

A gold medal, or its equivalent of $500 cash, is awarded the winner in each of the four classifications: radio station, tv station, daily newspaper and weekly newspaper. Although entries usually are nominated by local fire departments, civic organizations, community leaders or town officials, individual papers or stations can nominate themselves as candidates for awards. Nominations must be supported by clippings, letters, photographs, records or other material dealing with the candidates' 1954 fire prevention or safety activities. Board is located at 85 John St., New York 38.

Deadline Set for RTNDA News Awards Competition

DEADLINE for entries in the 1954 news awards competition of the Radio-Tv News Directors Assn. is midnight, Oct. 1, according to an announcement by Tom Eaton, RTNDA news awards chairman and news director of WTIC Hartford, Conn.

The competition is open to all stations—am, fm or tv—regardless of whether they are members of RTNDA, Mr. Eaton said. Awards are made for (1) outstanding radio news operation, (2) outstanding television news operation, (3) outstanding radio news feature or special event and (4) outstanding television news feature or special event.

The period of competition is from Oct. 1, 1953, to Oct. 1, 1954. Entries on official blanks should be sent to Prof. Baskett Mosse, chairman of the department of radio-tv, Medill School of Journalism, Northwestern U., Evanston, Ill.

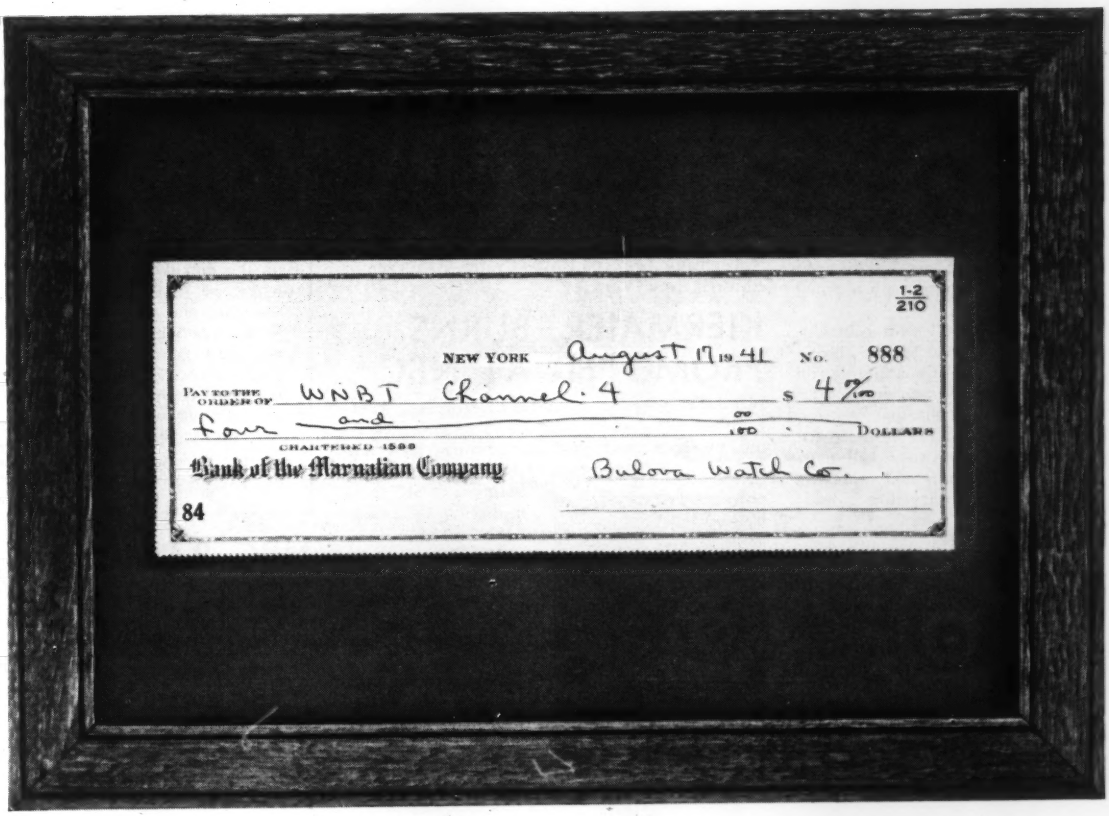
SDX Sets Deadline

CLOSING date on nominations for the election of three living journalists to be honored as Fellows by Sigma Delta Chi, national professional journalism fraternity, has been set for Nov. 1, it was announced Wednesday by Victor Bluedorn, SDX executive director. Nominations may be made by those other than fraternity members, nor is fraternity membership a requirement for nomination as a Fellow. Past presidents of SDX will choose six eligibles in studying nominations, to be presented to the national convention in Columbus, Nov. 10-13. Nominations should be submitted to Sigma Delta Chi, 35 E. Wacker Drive, Chicago, before Nov. 1.

Lee Kirby Awards Set Up

ESTABLISHMENT of the Lee Kirby Memorial Awards, to be presented yearly in memory of the late WBT-WBTV (TV) Charlotte, N. C., sportscaster, was announced last week by Pete DiMizio, a Salisbury businessman and sportsman, the stations have reported. A ballot of the state's sportscasters and sportswriters will select the best man in each category for the yearly honors. Lee Kirby died Nov. 6, 1953.

COLLECTOR'S ITEM


1-2
210
NEW YORK August 17 19 41 No. 888
PAY TO THE ORDER OF WNBT Channel 4 $ 4 00/100
four and 00/100 DOLLARS
CHARTERED 1829
Bank of the Manhattan Company
Bulova Watch Co.
84

$4.00 for a 1-minute TV spot in the Number 1 U.S. market! That was what our first advertiser, Bulova Watch Company, paid, based on the very first television rate card in America – issued by WNBT, NBC's key station in New York. The year was 1941.

Today – in 1954 – a 20-second station break costs $350 AND IS A BETTER BUY! Here's why:

Thirteen years ago there were 3,000 TV homes in the New York area. A 5.0 rating meant a $4.00 spot gave a cost-per-thousand-homes of $26.67.

Today, with 4,327,000 TV homes in the WNBT area, the same rating of 5.0 means a cost-per-thousand of only $1.62.

For collecting customers, *today's* WNBT rate card is *really* the precious collector's item.

But economy isn't the whole story. WNBT is first by many standards.

FIRST IN NET BILLINGS
During the month of August, WNBT sold $2½-million in television advertising – more than any other New York TV station.

FIRST IN ADVERTISER-SERVICE
WNBT made a clean sweep in the 1954 Billboard Competition for excellence in merchandising, promotion, and advertising. 3 out of 3 first prizes!

FIRST IN NEWS
The 11th HOUR NEWS, with John K. M. McCaffrey, is by far New York's highest-rated daily local TV news program.

FIRST IN COLOR
WNBT schedules more color television programs than any other New York television station.

No doubt about it, in the 13 years since WNBT's historic Rate Card #1, almost everything about television has changed except the basic superiority of WNBT.

If you'd like a souvenir copy of television's first rate card – a fascinating collector's item and useful conversation piece – call or write WNBT, 30 Rockefeller Plaza, New York 20, New York.

WNBT *Channel* **4** NBC *in New York • a service of* RCA *Represented by NBC Spot Sales*

RADIO TO PREVAIL, SAYS MBS' O'NEIL

Mutual president-board chairman in panel program interview says the need for radio will continue, even though tv has made inroads.

RADIO always will prevail, there will always be a need for radio networks in the U. S. and radio network programming will continue to change as listening patterns change, according to Thomas F. O'Neil, president and board chairman of MBS.

Mr. O'Neil was interviewed last Tuesday on MBS' *State of the Nation* program by a panel of three newsmen.

Asked about radio's "future" with allusions to the speech of Brig. Gen. David Sarnoff, NBC-RCA board chairman, to NBC-TV affiliates and CBS President Frank Stanton's address to CBS Radio affiliates in separate Chicago meetings [B•T, Sept. 6], Mr. O'Neil said (1) the need for radio networks in the U. S. always will exist and, (2) "we would be completely playing ostrich if we didn't recognize television inroads into listening habits."

Mr. O'Neil noted that MBS has just concluded "one of the costliest surveys" in its 20-year history to determine the changes in listening habits. MBS, he asserted, expects to guide its future programming course by the results of the survey, now being processed. According to Mr. O'Neil, although there is more radio listening today than in 1943, the patterns of listening habits have changed with 28 million auto radios in existence today as compared to 9 million in 1943.

MBS' Film Activity

In order for the radio network to survive profitably it need not necessarily enter the television network business, Mr. O'Neil asserted. But, he reminded, MBS currently is engaged in the film business because:

". . . I believe that anybody engaged in the business nationally, whether it be radio or television, should some how or other be in television on some type of a national basis and this we intend to do. But not in the classical style of television networks as they are today."

Mr. O'Neil also said there would not be enough money in local radio station operation to discard networks entirely and operate a program service without national sales. No such central program service could survive economically in this way, he warned.

Mr. O'Neil also cautioned that the alternative to a radio network service in the U. S.—he said Gen. Sarnoff had spoken "inferentially at least" on the possiblity "of having some type of a national service and some type of a national set-up for programs of national interest" —would be a non-profit, government controlled and operated system such as the British Broadcasting Corp. This, Mr. O'Neil said, "would be wrong and would not be to the best benefit of all the people involved in it."

Panel members who interviewed Mr. O'Neil in the half-hour question-and-answer program, included Ben Gross, radio-tv editor, New York *Daily News*, John Crichton, executive editor, *Advertising Age*, and Rufus Crater, B•T's senior editor in New York.

KIERMAIER, BURNS PROMOTED AT NBC

PROMOTION of John W. Kiermaier, NBC Film Division administrative sales manager, to the newly-created post of administrative coordinator was announced last week by Carl M. Stanton, NBC vice president in charge of the division.

MR. KIERMAIER

Mr. Stanton also announced the appointment of John M. Burns as division administrative sales supervisor.

In his new post, Mr. Kiermaier will coordinate for Ted Sisson, director of the division, the administration of such departmental activities as production, sales, advertising and promotion, kinescope operations, the film library and film exchanges.

Mr. Kiermaier, who joined NBC in August 1949, served as assistant to Robert W. Sarnoff when Mr. Sarnoff, now executive vice president, was tv network program sales manager and vice president in charge of unit productions. Mr. Kiermaier also was coordinator of the 1951 NCAA football telecasts and in 1952 associate production supervisor of the network's summer *All Star Revue*. He started with the film division in November 1952 as assistant production manager.

Mr. Burns became a sales representative in New York in September 1952, after having been with the division's Chicago sales office. He joined NBC in September 1951.

Nickels From Heaven

A WINDFALL can emerge from television—and in nickels too—as Mrs. Charles Diebel of Mt. Pleasant, Mich., can attest. Last week one hundred of her neighbors helped her sort out more than 100,000 letters that came to her following her appearance on *Garry Moore Show*, CBS-TV daytime, on Sept. 10. At that time Mr. Moore had urged his viewers to send Mrs. Diebel a nickel.

Mr. Moore, who is reported to be opposed to give-away-type shows, decided on the nickel "windfall" for Mrs. Diebel when she told him that she was satisfied with life and not looking for a handout. When letters began to flood the Mt. Pleasant post office, authorities decided to place the sacks of mail in the town jail for safe-keeping. Neighbors were busily at work last week counting the take, but a CBS-TV spokesman said it was not possible to report the amount collected, as letters still were being received.

NBC RADIO GROSS TOPS $33 MILLION

The network signed $8.1 million new and renewal business during July-August, says Fineshriber.

NEW and renewal business representing $33,325,348 in gross billings was signed by NBC Radio during the first eight months of 1954, it was announced last week by William H. Fineshriber Jr., vice president in charge of the network.

Contributing to this overall figure, Mr. Fineshriber said, was new and renewal business of $8,126,348 signed during July and August. He characterized the July-August sales pace as "particularly noteworthy," adding that the traditionally lower summertime sales level was reversed, with business "well on a par with activity for the normally more active winter and spring periods."

"These encouraging figures reflect the continuing intensification of our sales and programming efforts," Mr. Fineshriber declared. "It is significant that this additional $8 million in business continues the ratio between traditional radio buys and the new 'magazine concept' purchases that was set in the $25 million total announced two months ago. Three-fourths of NBC Radio's network billing follows the long-established pattern of the basic half-hour, quarter-hour and strip buys; while roughly 25% represents enthusiastic acceptance of the progressive moves pioneered by NBC to provide advertisers with new sales concepts and flexibility through NBC participations.

Latitude of Use

"These participations make it possible for any advertiser to use our full 200-station network as frequently as his marketing needs dictate. They afford unprecedented low costs which are well within any national budget. For example, sponsors can spend as little as $2,000, yet advertise to the entire national market with a one-minute commercial within the body of established NBC nighttime programs."

He cited "the success" of *Fibber McGee & Molly*, which started last fall as a 15-minute nighttime strip, five times a week, as an illustra-

STANDARD Sound Effects Library

INDISPENSABLE

for every RADIO and TV STATION!

Biggest and best in the business. Over 1000 effects recorded from life with utmost realism and fidelity. On 78 r.p.m. vinyl plastic discs.

Send for FREE Catalog!

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Standard protection
CAPITAL STOCK COMPANY INSURANCE

PROTECTING YOU IN MORE WAYS THAN YOU KNOW

Capital Stock Fire Insurance Companies are represented by independent local agents or brokers. It's the insurance service that gives you the personal advice of a man in your own neighborhood. And he protects you in more ways than you know; he's the man who can take care of all your insurance needs.

He's your neighbor!

NATIONAL BOARD OF FIRE UNDERWRITERS
85 John Street, New York 38, N. Y.
222 West Adams Street
Chicago 6, Ill.
465 California Street
San Francisco 4, California

This ad is appearing nationally. To encourage supplementary home town advertising, the National Board provides, through State insurance agents' associations, mats and suggested copy for local insurance boards. These, with other artwork and suggested copy, radio and TV spots, are available to your advertising department.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

WHLI

THE LONG ISLAND STORY

DELIVERS

BIG, BOOMING NASSAU COUNTY

* * *

Effective Buying Income . . . $2,046,485,000

(Sales Mgt.)

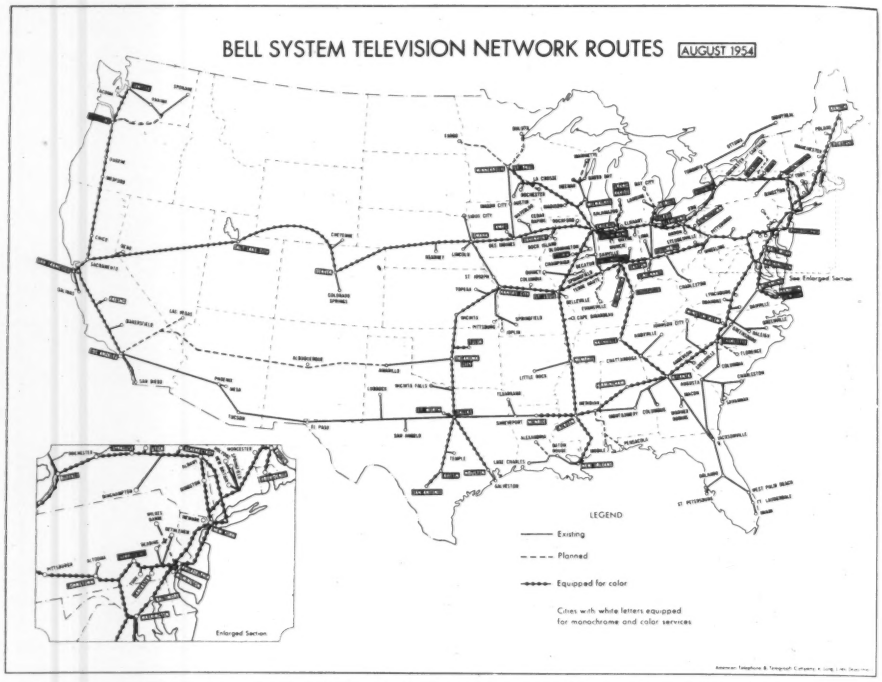
* * *

WHLI has a larger daytime audience in the Major Long Island Market than any other station. (Conlan)

"THE VOICE OF LONG ISLAND"

AM 1100 WHLI FM 98.3

HEMPSTEAD, LONG ISLAND, N. Y.



Bell System's Latest Map of Network Routes Released Last Week

tion of sponsor aceptance of NBC participation concept, and added:

"This program is rapidly approaching a 'sold out' status, which has necessitated our opening an additional 15-minute evening strip for one-minute participations. The new strip will be *The Great Gildersleeve,* to be heard from 10:15-10:30 p.m. EST, Sundays through Thursday, back-to-back with *Fibber,* beginning Sept. 26. Although this new availability has just been announced, Rexall Drug Co. has already bought in, and we expect *The Great Gildersleeve* to be fully as effective as *Fibber McGee & Molly.*"

Advertisers listed as making new purchases in the "basic buy" format during July and August are Miles Labs., American Dairy Assn., Crosley Div. of Avco Mfg. Corp., Procter & Gamble, West Coast Fisheries, Sunbeam Corp. and Hazel Bishop Inc.

New advertisers sponsoring participation plans shows, it was announced, are Murine, RCA, Rexall, General Foods, Maryland Pharmaceutical and Armour.

CBS-TV News Appointments

NEW ASSIGNMENTS in CBS-TV's press information structure were announced last week by Charles Oppenheim, newly-appointed director of press information for the network [B•T, Sept. 13].

Mr. Oppenheim announced the appointments of Michael J. Foster as publicity manager; Hank Warner as manager of operations, and Arthur Perles as assistant to the director. Jack Goldstein continues in charge of exploitation; Jim Kane remains trade editor, and Dorothy Leffler, manager of the magazine division.

Mickelson to Europe

SIG MICKELSON, vice president of CBS in charge of news and public affairs, was to leave New York by plane for Europe last Saturday to visit principal overseas bureaus of CBS News in connection with the recently-announced consolidation of the news and public affairs departments of CBS Radio and CBS-TV [B•T, Aug. 16]. He is scheduled to return Oct. 13.

Stench Bombs Set Off During Allen Tv Show

NBC, after alerting New York police, reported Wednesday that precautions were being taken to prevent repetition of a stench bombing Tuesday during comedian Steve Allen's nightly 11:20 to midnight tv show.

Four stench bombs were set off during the Allen show which originates at the Hudson Theatre at 141 W. 44th St. in Manhattan. When Mr. Allen noticed the bombs had been set off, he quipped that lines in the show couldn't have been that bad and then made reference to the incident, saying he thought the stench bombs were set off as a result of his Aug. 31 program on crime in New York [B•T, Sept. 6]. In that special program, Mr. Allen revealed that he had bowed to "pressure" not to use the name of a garment manufacturer with a notorious police record.

NBC Press Promotes Derby

NAMING of Joe Derby as manager of business publicity for NBC's Press Dept. was announced last week by Ellis Moore, director of the press department, whom Mr. Derby succeeds [B•T, Sept. 13].

Mr. Derby joined the department as a staff writer in March 1954 after a stint as a reporter with the *Memphis Commercial Appeal.*

'Home' at Exposition

NBC-TV's *Home* show will be the first and only broadcast entity to be represented at the 1954 Annual Modern Living Exposition, Kingsbridge Armory, New York City, Oct. 2-10, according to NBC-TV. In previous years, the exposition, sponsored by the Retail Lumbermen's Assn., invited only leading national magazines to take part in the design, construction and decoration of individual rooms of their own choice but this year *Home* has been invited as a participant. Two remote telecasts from the armory, Oct. 4 and Oct. 5, will feature the program's special exhibition and those of others taking part.

WLW radio flips the lids!

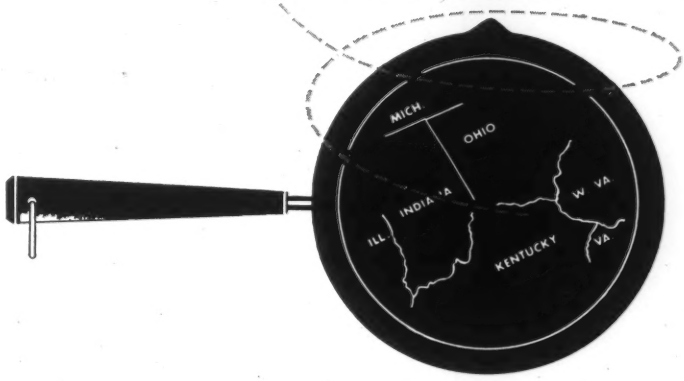
A lot of people have been putting a lot of lids on radio. And WLW is flipping all the lids.

WLW's share of the nighttime audience is up 72% in the last year!*

What's happening? WLW radio has so much entertainment and selling vitality that no competing medium has ever been able to cap the WLW pressure. And that pressure is rising.

Here, for instance, are WLW radio's Weekly Circulation figures:

	Daytime	*Nighttime*
Non-TV Homes	**895,900**	**997,480**
TV Homes	**572,790**	**350,460**
Total	**1,468,690**	**1,347,940**



This is WLW-Land—a vast market in which *WLW radio reaches more people more often and more effectively than any other station or combination of stations* . . . and at a lower cost per thousand than *ANY* other medium or combination.

the **CROSLEY GROUP**

WLW	*Radio*
WLW-A	*Atlanta*
WLW-C	*Columbus*
WLW-D	*Dayton*
WLW-T	*Cincinnati*

Crosley Broadcasting Corporation. Sales Offices: *New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago*

*(Source: Nielsen)

"The TV Link in the Heart of the Nation"
KHOL-TV's
MAXIMUM POWER SIGNAL
EXCLUSIVELY
COVERS
30%
of Nebraska's
ENTIRE
FARM MARKET
with
UNDUPLICATED
TV COVERAGE
* SRDS Consumer Markets, 1954
KHOL TV
KEARNEY, NEBRASKA
CBS-TV Channel 13 ABC-TV
DUANE L. WATTS, STATION MANAGER
Operated by BI-STATES CO., Holdrege
Represented Nationally by
MEEKER TV, INC.

SELL THE
"Golden Market"
1/10 OF AMERICA'S NEGRO POPULATION
WDIA--
50,000 WATTS

Here is a new "golden market" of 1,466,618 negroes! 37% of the total area population . . . one-tenth of the entire negro population of America! And it can't be reached except with WDIA, the first and only 50,000 watt station to broadcast exclusively to the rich negro market.

TOP HOOPER AND PULSE RATED STATION IN THE MEMPHIS MARKET!

WDIA—MEMPHIS, TENN.

REPRESENTED BY
JOHN E. PEARSON CO.,
DORA-CLAYTON AGENCY, SOUTHEAST

RADIO NETWORKS' FALL SALES ON RISE, NOW TOTALING OVER 140 HRS. PER WEEK

Networks pick up time sales lag which was 17.2% behind Aug. 15, 1953, totals.

RADIO network time salesmen are not letting the statistician get them down.

As of last Wednesday, the radio networks reported a total of 140:40 hours per week sold for the fall season. Compared to a total of 130:36 hours per week sold for fall as of just a month ago, that is a 7.8% increase in time sales—in a month abbreviated by a long Labor Day weekend.

The accompanying table reflects the fall outlook in terms of weekly hours of radio network commercial time booked by Sept. 15 to be on the air in October, as reported by the respective networks.

Comparing the Sept. 15 total to the total number of fall hours sold as of Aug. 15, 1953, the radio networks are behind in weekly hour sales by approximately 10.9%. However, a month ago, radio network figures showed the networks' time sales for fall to have been down 17.2% from Aug. 15, 1953, totals.

Earlier percentages provided by B•T a week ago erroneously reported the sale of fall hours on the radio networks to be off some 19% in comparing the time periods sold as of Aug. 15, 1954, to time reported sold on Aug. 15, 1953, for the 1953 fall season. Point of error was contained in the listings of CBS Radio's commercial time periods. Correct CBS Radio figures for Aug. 15, 1954, as prepared from lists of advertisers and programs sold at that time for the fall season, should have been 30:42 daytime hours sold and 12:40 evening hours sold. This is a total of 43:22 hours per week as compared to only 34:57½ credited to CBS Radio due to erroneous calculation of that network's commercial time in B•T's earlier report.

Radio network time sales for fall as of Sept. 15, 1954:

Hours of Network Commercials Per Week

Network	Daytime	Evening	Totals
ABC	25:00	9:00	34:00
CBS	31:50	12:40	44:30
MBS	21:10	6:00	27:10
NBC	22:45	12:15	35:00
		Total	140:40

AFFILIATION agreement between WINT (TV) Waterloo (Fort Wayne), Ind., and CBS-TV [AT DEADLINE, Aug. 30] is signed by (l to r) Herbert V. Akerberg, CBS-TV station relations vice president; Ben B. Baylor Jr., WINT vice president-general manager, and R. Morris Pierce, president of Tri-State Television, which owns the station. Contract is effective Sept. 26, the date the new station plans to begin commercial programming.

NETWORK PEOPLE

Thomas J. Swafford, assistant general sales manager, Columbia Pacific Radio Network, Hollywood, appointed eastern sales representative, headquartered in New York; **Richard W. Jolliffe,** account executive, succeeds Mr. Swafford; **Fulton Wilkins,** sales representative, succeeds Mr. Jolliffe; **Roland H. McClure,** program promotion dept., succeeds Mr. Wilkins.

Sarah Palfrey, well known tennis player, appointed sports editor, NBC-TV's *Home;* **Jillana,** ballerina, New York City Ballet Co., signed to dance and participate in feature segments of program.

Verne Smith, announcer, MBS *Kenny Baker Show* and ABC-TV *Adventures of Ozzie and Harriet* adds similar duties for ABC-TV *Stu Erwin Show.*

Betty White, star of five-weekly NBC-TV *Betty White Show,* has option renewed and program shifted to noon time slot.

ABC Promotion Tour Begins, Will Boost Fall Tv Lineup

IN SUPPORT of its recently-announced advertising-promotion campaign, estimated at more than $1 million [B•T, Sept. 13], ABC last Wednesday launched its "Operation Fanfare," a series of cross-country meetings in top markets to help advertise, promote and publicize the network's new fall program lineup.

John W. Pacey, ABC director of public relations, and Mitchell DeGroot, ABC-TV director of advertising and promotion, left for Los Angeles last week for the first stop in their 13-city campaign. Mr. Pacey's mission is to describe ABC's growth in the past year to leading radio and tv editors and publicity directors of ABC affiliates, and to present a special publicity kit on the network's fall lineup. Mr. DeGroot will meet with advertising-promotion managers of ABC-TV affiliates in each of the markets to work with the local stations in the advertising and promotion of the network's television programs. The complete schedule for "Operation Fanfare" follows:

Los Angeles, Wednesday; San Francisco, yesterday (Sun.); Seattle, Sept. 20; Minneapolis, Sept. 22; Milwaukee, Sept. 23; Cleveland, Sept. 25; Columbus, Sept. 27; Cincinnati, Sept. 28; Atlanta, Sept. 29; Baltimore and Philadelphia, open dates.

NBC's Applegate Released

RICHARD APPLEGATE, 37-year-old NBC news reporter and correspondent in the Far East, was released last Wednesday from 18 months imprisonment by the Chinese communists. He broadcast a message over NBC Radio Wednesday, describing his imprisonment.

Mr. Applegate will be returned to the United States "as soon as he is physically and mentally rested," according to William R. McAndrew, manager of NBC news and special events. Along with INS correspondent Don Dixon and sea captain Benjamin Krasner, Mr. Applegate was seized by a Red gunboat on March 23, 1953, while sailing between Hong Kong and Portuguese Macao.

"I feel I owe you this letter..."

DON MALKAMES
Cinematography- Mitchell Cameras
7 PLYMOUTH AVENUE
TUCKAHOE 7, N. Y.

June 11, 1954

Mitchell Camera Corp.,
666 West Harvard St.,
Glendale 4, Calif.

Gentlemen:-

I feel that I owe you this letter.

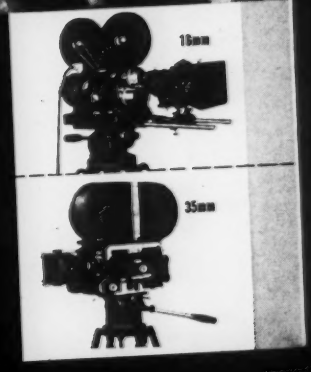
Since purchasing my Mitchell BNC camera from you in January 1951, more than two million feet of film has been exposed in it, in the production of over two hundred television shows.

During the entire photographing of this footage, we have never had a buckle, a scratch or an abrasion mark on the film. We have never experienced the slightest mechanical trouble and not a single screw has been adjusted since the camera left your hands, at the factory. The only times that even a screwdriver has touched the camera have been when I personally removed the movement, once each month, cleaned it in benzine, and replaced in camera.

My experience with the above camera upholds the reputation of the original Standard Mitchell Camera which I purchased from you more than twenty eight years ago and which is still in use, along side of the BNC, making 'wild' shots.

Sincerely,

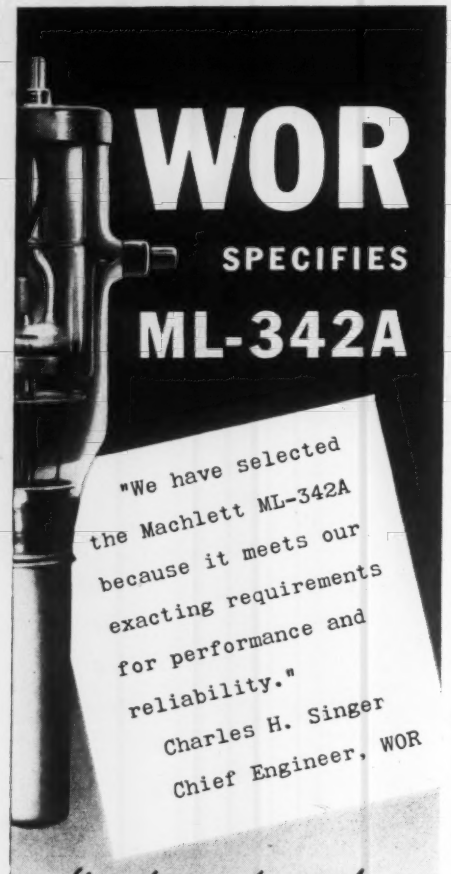
Don Malkames



Mitchell Camera CORPORATION

666 WEST HARVARD STREET · GLENDALE 4, CALIFORNIA · CABLE ADDRESS: (MITCAMCO)

85% of the motion pictures shown in theatres throughout the world are filmed with a Mitchell


WOR
SPECIFIES
ML-342A
"We have selected the Machlett ML-342A because it meets our exacting requirements for performance and reliability."
Charles H. Singer
Chief Engineer, WOR

How do you choose the best transmitting tube?

Data sheets won't tell you... but tube performance, backed by the manufacturer's reputation, will!

Choose Machlett and you find . . .

57 years electron tube experience.

Leadership in high vacuum technique.

Design superiority in high power, big tube ruggedness and reliability.

A specialist whose reputation has been achieved solely by the production of highest quality electron tubes.

MACHLETT

Machlett tubes are distributed by **Graybar, Westrex, Dominion Sound.**

For full information on Machlett's extensive line of broadcast tubes, write

MACHLETT LABORATORIES, INC.
Springdale, Connecticut

21-IN. COLOR TUBE, COMPACT RECEIVER DEMONSTRATED BY RCA AT PRINCETON

Three principal developments in color tv outlined by RCA authorities. Quantity production of 21-inch color sets is set for early '55. Retail price is expected to be between $800 and $900, with a drop to $500 expected when mass production is attained.

A NEW 21-inch color tv picture tube and a new, simplified and notably compact all-channel color receiver, slated to be in "production in quantity by early 1955," were demonstrated by RCA last week at a showing which impressed observers with the quality as well as the size of the color pictures.

In a demonstration at its David Sarnoff Research Center in Princeton, N. J., on Wednesday preceding a Wednesday-Thursday symposium to give details to its licensees, RCA displayed to newsmen three major developments which it regards as opening the way to early mass production of large-screen color sets at "costs within the reach of the consuming public." Retail price of the 21-inch set is expected to be between $800 and $900 at the outset and may drop to around $500 after mass production is attained, officials indicated.

The three principal developments as outlined by RCA authorities:

1. The 21-inch color tube, whose 250 square inches of viewing area were described as 22% more than any other color tube yet produced. RCA plans to start industry sampling of the tube about Nov. 1 at the equipment price of $175.

2. A magnetic field equalizer, known as the "Color Equalizer," which eliminates the need for magnetic shield and rim coil to guard against magnetic disturbances and yet "guarantees improved color set performance and makes possible a reduction in manufacturing costs."

3. The new, simplified color receiver, which reduces circuitry by one-third (permitting use of the 21-inch tube in a cabinet approximately the size of some 21-inch black-and-white sets) and makes possible "a substantial reduction in production costs."

Color Programming Reviewed

Coupled with the demonstration of technical advances—which E. C. Anderson, executive vice president, RCA commercial department, characterized as representing "years of scientific and engineering endeavor telescoped into a memorable few months"—was a review of NBC's color programming plans by NBC Executive Vice President Robert W. Sarnoff, who noted:

"The speed of [color tv's] commercial growth depends on two interlocking factors: large-screen sets of reliable performance, suitable for mass production; and regularly scheduled, high-attraction color programs in sufficient volume to open an expanding market for those sets."

The demonstration of the new tube and receiver, consisting of an approximately 15-minute program microwaved from NBC headquarters in New York, left many observers apparently convinced they had just seen the best color reproduction in television to date. The colors were bright, the color contrast was good. Quality was uniform. Some viewers said they detected occasional defects but regarded them as minor.

Four sets, all with the 21-inch tube, were used in the demonstration. Two contained the chassis originally planned for a 19-inch color tube with modifications to work with the 21-inch tube. The other two, smaller in size, employed the simplified circuitry. Though the latter uses 11 tubes less than the modified receiver, there was no discernible difference in performance.

First 21-inch RCA color sets to be marketed this year will be housed in modified versions of chassis originally meant for the 19-inch color tube, plans for which were shelved when progress on the 21-inch tube led RCA to decide against introducing intermediate smaller sizes. The simplified-circuit receiver—which uses 28 tubes including picture tube—is expected to be in quantity production by early next year, according to current timetables.

Technical Advantages Cited

Outlining technical details of the developments, E. W. Engstrom, executive vice president, RCA research and engineering, noted that where the new 21-inch color set has 28 tubes and draws less than 300 w from the power line, RCA's original model 630TS, 10-inch black-and-white receiver, used 30 tubes and drew about 300 w. He continued:

"This simplified [21-inch color] receiver covers all tv channels—both uhf and vhf—and there is more than ample reserve capacity in all circuits to accommodate low limit tubes and low line voltage.

"There are several circuit innovations worthy of mention. Those of you who have watched color receivers at some distance from the transmitter know that airplanes passing overhead can cause fluctuations in the picture. Our color receiver employs an automatic chroma control which almost completely eliminates that effect and . . . makes tuning much less critical."

He also told the group that "the color demodulator, which serves to select the intensities of the transmitted colors and passes them on simultaneously to the proper control elements of the tubes, is a marvel of simplicity and accuracy."

The 21-inch color tube, which RCA plans to sell to manufacturers at $175, was described by Dr. Engstrom as having "several important new features" that "contribute to high performance, lower cost, and ease of production." He said:

"The round metal envelope construction has given us a tube of considerably lighter weight —this has given us a color tube that weighs no more than a typical black-and-white picture tube.

"A new and shorter electron gun and a wider deflection angle have reduced the length of the tube, making for more compact color sets.

"An improved shadow mask and mounting system facilitate assembly of the tube and ensure a picture that will be excellent out to the edges . . . and will be of a brightness comparable to black-and-white.

"We believe that the simplified construction

ATTENTION

New England Storm Area

We have a 175 foot Blaw-Knox, 4 leg, self-supporting tower for sale. Contact Howard Fisher, Chief Engineer, WFMB, Frederick, Maryland.

THE SIZE of RCA's new 21-inch color tv tube was compared last week with the 15-inch tube with which RCA launched color tv production last March. The demonstration was held at the David Sarnoff Research Center in Princeton, N. J. The new tube has a picture area of 250 square inches which is 22% more viewing area than any other color tube yet produced, RCA claims.

of this 21-inch tube will allow it to be manufactured at reasonable cost in large quantities."

Referring to the new Color Equalizer, which he estimated would cut the consumer cost of a 21-inch color set by at least $20, Dr. Engstrom noted that up to now tubes have been protected against disturbances due to the presence of magnetic fields by the use of "a conical magnetic shield which was effective in shielding the small end of the tube cone, but relatively less effective near the tube face. We have also used a rim coil in the form of a loop placed near the plane of the phosphor plate, in addition to the magnetic shield.

"In increasing the diameter of color tubes we have increased the deflection angle. This in turn has made these larger color tubes more sensitive to extraneous magnetic fields particularly near the picture edges.

"Our new Color Equalizer performs the function of the rim coil, but, unlike the rim coil, its effects may be controlled at various points around the circumference of the color tube face. It makes unnecessary either a magnetic shield or the rim coil. The net result is a better, more positive effect and a reduction in the cost of the receiver."

Attains Goals

Mr. Anderson said RCA's basic color goals —large-screen sets, "major reduction" in their cost to the consumer, expansion of color programming, and training of servicemen to install and maintain color sets—have been achieved "in a fraction of the time it took to accomplish them in black-and-white television." He noted that the 21-inch color tube was in the development labs "only eight short months ago."

He made clear, however, that "we do not wish to infer that our estimate of useful commercial structures is limited to the shadow mask type of tubes," the type RCA picked as best for quantity production. He said "additional work on a number of projects we have underway will undoubtedly result in further improvements, simplification and cost reduction." But RCA believes, he added, that its new 21-inch color tube is practical and permits "immediate commercial production."

"This," Mr. Anderson said, "is the tube upon

. . . keeps viewers tuned to

KMJ·TV

FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important *inland* California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station.* *KMJ-TV is your best buy in the Valley.*

Paul H. Raymer, National Representative

*KMJ-TV carries 24 out of the 25 top-rated nighttime programs, 6 out of the 10 top-rated daytime shows in the Fresno area. *(March 1954 ARB report)*

which RCA is planning its own commercial program and we are going forward with full confidence. We expect to produce and sell this tube at a price that should advance the sale of color receivers to the public."

Brig. Gen. David Sarnoff, RCA-NBC board chairman, and Frank Folsom, president of RCA, were on hand for the initial showing for newsmen, but left the presentation of details to Messrs. Anderson, Engstrom and Robert Sarnoff. Additional technical details were distributed through papers by D. Y. Smith, vice president and general manager, RCA tube division, and Stuart William Seely, director, RCA industry service laboratory.

In his discussion of NBC color program development, Mr. Sarnoff noted that during its recently completed "introductory year" of color broadcasting NBC presented more than 50 different shows in color and that about 90% of the NBC production staff has had on-the-job color training.

"As a result," he said, "we are now opening the commercial phase of color broadcasting. Color has become an integrated part of our regular operation."

Asserting that NBC has "ample facilities for expansion in color to meet the expected demand," he said the network has the capacity to handle about 60 hours of color programming a month, including productions of all types.

He reviewed plans for three series of 90-minute spectaculars, first of which was launched Sept. 12. These, he said, form the base of NBC's commercial color operation for the coming season and in themselves will account for some 50 hours of color programming. Already completely sponsored, they represent "$14 million worth of time and talent," he reported.

Among other color plans calculated to arouse public interest and sell color sets he cited the continuing use of color inserts in the Monday-Friday *Home* series; use of color film on *Ford Theatre* starting in October; two-hour presentation of "Macbeth" in color on Nov. 28 and probable colorcasting of "Amahl and the Night Visitors" during the Christmas season, and, also during December, a remote colorcast either of the Tournament of Roses on the West Coast or a special presentation, based on the story of the Nativity, from the National Gallery in Washington.

"As the season progresses," he added, "we expect that we will have additional color sponsorships to announce."

Mr. Sarnoff also called attention to CBS-TV's color schedule for the fall-winter season, adding: "We welcome, and we believe you will welcome, CBS' entry into the field of compatible color broadcasting, because the more color programming on the air, the faster color circulation will grow." Further, he noted, DuMont has indicated plans to start colorcasting on its WABD (TV) New York this month and to extend its color activities to its WTTG (TV) Washington and WDTV (TV) Pittsburgh later. Aside from network plans for color, he continued, several individual stations have equipped themselves to originate color locally and others plan to do so.

By Jan. 1, NBC expects at least 82 of its affiliates will be color-interconnected, he said, asserting that 87% of all tv families in the U. S. will then be within range of NBC color service.

Reeves Develops Machine For Striping 16 Mm Film

REEVES SOUNDCRAFT Corp., New York, announced last week it has developed a new machine for striping 16 mm film with magnetic oxide that should prove valuable to local television stations.

Frank B. Rogers Jr., vice president and general manager of the company, pointed out that the machine is identical with the 35 mm Magna-Striper which won an award from the Academy of Motion Pictures Arts & Sciences last spring.

"Local franchises are available for the machine, which is entirely self-contained, semi-portable and one-man operated," Mr. Rogers said. "This means that as local striping laboratories are established throughout the country, local television stations, most of which use 16 mm film, can shoot their own news and other local programs and broadcast them, with top quality sound, while the news is still hot."

Wilschke Resigns From Altec To Join Fine Sound Inc.

RESIGNATION of Elmer O. Wilschke as operating manager of Altec Service Corp., effective today (Monday), to become vice president in charge of operations of Fine Sound Inc., New York, was announced jointly last week by G. L. Carrington, president of Altec companies, and C. Robert Fine, president of Fine Sound. Mr. Wilschke's successor at Altec will be announced within the next few weeks.

Mr. Wilschke joined Electrical Research Products Inc. in 1928. Upon the formation of Altec Service Corp. in 1937, he became man-

ATTENTION

RADIO AND TELEVISION STATIONS

Advertisers Associates of America

Empire State Building

New York 1, New York

serves notice that

MR. JULES PASCAL

FORMER DIRECTOR OF PUBLICITY

has resigned and is no longer associated with them

ager of the company's division office in Philadelphia, and from 1941 to 1946 was plant manager of Altec Lansing Corp. in Los Angeles. He became assistant to the vice president of Altec Service Corp. in 1946 and since 1948 has been operating manager.

Fine Sound Inc. operates commercial recording studios in the East. The Perspecta stereophonic sound method of recording, invented by Mr. Fine, is used by a number of major Hollywood studios.

Westinghouse Div. to Buy First Video Tape Recorder

FIRST contract for purchase of a Video Tape Recorder has been awarded Bing Crosby Enterprises by the Air Arm Div. of Westinghouse Electric Corp., it was announced today (Monday) with delivery set for late November. The VTR, which records video and radar signals on magnetic tape to eliminate time-consuming processing characteristic of film, will ultimately become the property of the U. S. Air Force and will be utilized by Air Arm personnel in an airborne flight testing program, according to Frank C. Healey, executive director of BCE electronics division.

Government adoption of the Crosby system should notably speed up commercial acceptance of VTR by broadcasting companies and industry, Mr. Healey predicted, adding "we can now hasten perfection of our color tape machine."

Price Says Westinghouse Faces Promising Outlook

BRIGHT OUTLOOK for sales and earnings of the Westinghouse Electric Corp. was forecast last week by Gwilym A. Price, president, who said the company expected to surpass its record sales volume for 1953.

Mr. Price told a luncheon meeting of the New York Society of Security Analysts that earnings for the first six months of 1954 were 27% above those of the same period last year. He added the company is "hoping that second-half earnings will be as good as the first six months, even though there is the possibility of some slight contraction in billings during the remainder of the year."

MANUFACTURING PEOPLE

Hadley C. Chapman, vice president and manager, Chicago branch, RCA Distributing Corp., appointed to Southern California branch in same capacity; **Ned A. Corbett,** vice president, Detroit branch, succeeds Mr. Chapman.

Sydney Minault, chief engineer, engineering dept., equipment div., National Research Corp. (high vacuum equipment), Cambridge, Mass., appointed works manager, production and engineering depts.; **William O'Malley** to company succeeding Mr. Minault.

Jack W. Wilson, formerly eastern sales manager, Electro-Voice Inc., Buchanan, Mich., to National Co., Malden, Mass., as audio products manager.

Harold J. Adler, formerly vice president for engineering, Edwin I. Guthman & Co., Chicago, to Lion Mfg. Corp., same city, as chief engineer in charge of color tv development.

Harry C. Englert, sales training director, J. A. Williams Co. (electronics distributors), Pittsburgh, to Ampro Corp. (tape recorders and motion picture projectors), Chicago, as division manager, Great Lakes sales territory.

AFM Interprets New Trust Fund Payments

AMERICAN Federation of Musicians (AFL) has issued an official and specific interpretation of the union's new electrical transcription agreement regarding trust fund payments for recorded musical commercials containing instrumental music [B•T, Sept. 13].

AFM's decision, made public last week by Phil Davis Musical Enterprises Inc., New York, producers of radio and tv transcriptions, authorizes editing of announcer copy before and after a jingle to make changes in the commercial message without requiring additional trust fund payment, so long as no change is made in the musical portion or jingle as originally recorded. When changes are made in the music or lyrics, an additional payment of $100 must be made to the music performance trust fund.

"Clarification of this matter," a spokesman for the Davis organization said, "is of major importance to many producers and advertising agencies who have curtailed production of recorded musical commercials after Aug. 1."

CWA Strike Threatens Networking in Chicago

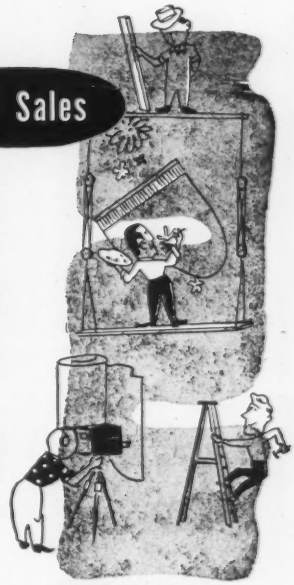
THREAT of a strike that could disrupt all network radio and tv service in Chicago hung over broadcasters there last week in the wake of a strike ballot issued to members of the Communications Workers of America there.

Legally, it was understood, the union is prohibited from striking before Sept. 30. The dispute is over wages and other benefits.

The local represents about 2,000 workers, in-

WOC-TV

Builds Telecasts that Build Sales



1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it. . . .

Population	1,543,700
Families	477,910
TV Homes—3/1/54	264,811
Effective Buying Income	$2,455,549,000
Per Capita	$1,590
Per Family	$5,565
Retail Sales	$1,859,761,000

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

WOC-TV AM | FM

cluding long distance operators and plant personnel who handle connections and complex switching of radio-tv network programs, as well as teletype service.

Illinois Bell Telephone Co. and the parent AT&T is charged with refusal to bargain on union demands. The ballot was being taken by mail vote.

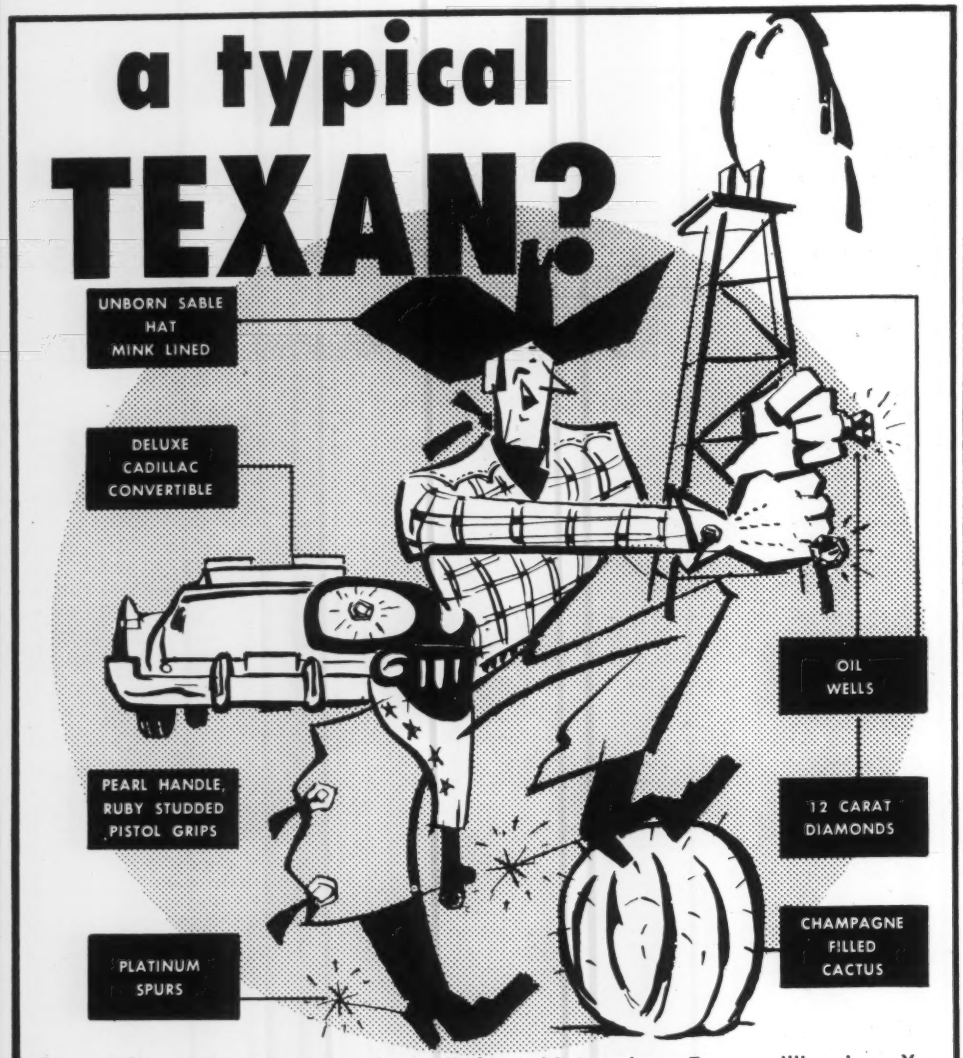
Four-Year Agreement Signed By IATSE With RCA, Altec

AGREEMENT has been reached for a new four-year contract covering sound service engineers employed by RCA and the Altec Service Corp., it was announced jointly last week by the companies and the International Alliance of Theatrical State Employes (AFL).

The new agreement, retroactive to Aug. 22, provides for a 5% pay increase, bringing the basic scale of soundmen up to $136.50, with the salary of those covering more than one geographical area raised to $159.43. Provision also is made for reducing the work week from 48 hours to 44 hours for a two-year period, after which it will be cut further to 40 hours. It is understood that nearly 500 men will be covered by the new contract.

PERSONNEL RELATIONS SHORTS

Wisconsin Broadcast Engineers, Local Union No. 715, Milwaukee, affiliated with IBEW, is conducting school for members with Dr. John E. Jacobs, manager, advanced development laboratory, General Electric Co., same city, as lecturer. Purpose is to meet advanced technical knowledge required by advent of color tv.



One might get this impression from all the publicity about Texas millionaires. Yes, there are a lot of millionaires but also there are a great many average people. As a matter of fact there are 4,135,752 in the combined KMAC-KLBS coverge area.

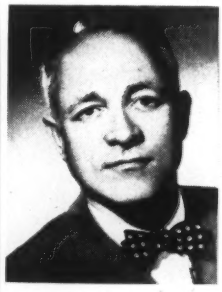
KMAC 27 YEARS OF SERVICE
5000 WATTS ON 630 IN SAN ANTONIO

KLBS 610 on Every Dial
5000 WATTS ON 610 IN HOUSTON

WTTW (TV) NAMES TAYLOR EXEC. DIR.

'Institutional' advertising plan reiterated by president of Chicago's educational station.

APPOINTMENT of John W. Taylor, former UNESCO official and president of the U. of Louisville, as executive director of WTTW (TV), Chicago's prospective non-commercial, educational outlet, was announced last week.



DR. TAYLOR

Dr. Taylor, specialist in "radio-assisted correspondence courses" and pioneer in university tv credit courses, is expected to assume his duties sometime this week. WTTW hopes to start operation on ch. 11 sometime next year. Dr. Taylor's appointment was announced by Edward L. Ryerson, president of the Chicago Educational Television Assn., permittee of ch. 11, at a news conference Tuesday when Mr. Ryerson acknowledged that WTTW probably will accept some form of "institutional" advertising by large corporations in connection with high-budgeted program productions.

Conceding that the FCC prohibits the sale of commercial time by non-commercial, educational stations, Mr. Ryerson said he felt such advertising could be permitted providing "no mention is made of the product" of the particular corporation. But, he added, FCC's ruling on this subject would have to be studied more carefully before the practice is initiated.

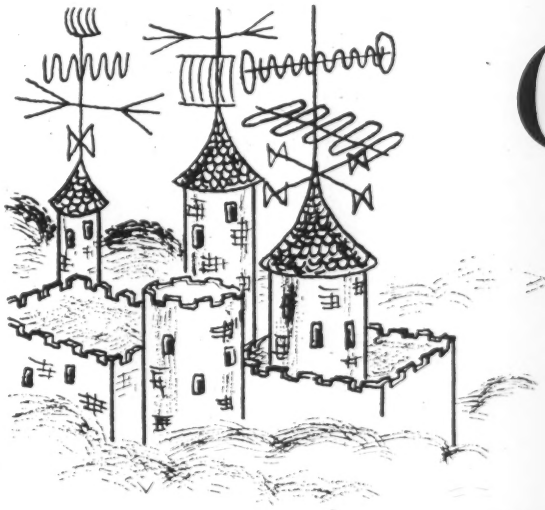
Corporations would be permitted to "finance" larger productions—say, those in the $100,000 category—with opening and closing announcements to the effect that the program "now being seen is being brought to you through the courtesy" of such and such a firm. But even so, Mr. Ryerson added later, such munificent donations probably won't account for a "major source" of overall financing.

Dr. Taylor, former deputy director-general of the United Nations Educational, Scientific and Cultural Organization, will be permitted to select his own staff, including a program director. Total of $890,000 of a necessary $1,100,000 to set up and operate the station for two years has been raised to date. Best guess for a target date is spring 1955.

Among the methods of future financing for WTTW under consideration are those involving annual subscribers, school board contributions, fees for credit courses and contributions from foundations and industry organizations. Contributions are deductible for federal income tax purposes, according to WTTW.

Raytheon Donates Equipment

DONATION of new microwave relay equipment by Raytheon Mfg. Co., Waltham, Mass., to educational station WGBH-TV Boston, Mass., has been announced by Ralph Lowell, trustee of Lowell Institute and president of WGBH Educational Foundation. Mr. Lowell said WGBH-TV engineers are preparing to install the equipment which will link studios in Cambridge with the transmitter on Great Blue Hills, 10 miles away.



Once upon a time

in

GREEN BAY PACKERLAND

Millionaires and mechanics who could afford tall antennas and super boosters used to overlord the Packerland peasants who couldn't see TV for snow. But in August 1954 white knights carrying the NBC banner rode throughout the area with great tidings: "Channel 11 is on the air! Now you can enjoy the programs of your choice!"

Now Packerland viewers with their $159.50 sets and rabbit ears tune to Channel 11 and smile smugly as the tall antennas come crashing to the ground. Everybody's watching for you to "Come Eleven" on Packerland's most powerful station.

nbc IN GREEN BAY PACKERLAND

WMBV CHANNEL 11 TELEVISION

MARINETTE -:- WISCONSIN

GREEN BAY:
Phone HEmlock 5-9389

MILWAUKEE
Phone WOodruff 4-3587

National Representatives
VENARD, RINTOUL & McCONNELL, Inc.
New York - Chicago - Los Angeles - San Francisco - Boston

Advertisement

The Unsung Hero of Automotive Progress

by CHARLES F. KETTERING

In this nation on wheels, I think everyone is well aware of the amazing progress made by the automobile industry in the last quarter-century. You only have to get behind the wheel of one of today's powerful and efficient cars to see how far we've come.

But there is an important fact *you* may not realize—but one which we in the automobile industry never forget: In all of these years of great progress we've had a vital working partner. I'm talking about the constantly improved gasolines developed by America's oil companies.

To the eye, today's gasoline looks much like the gasoline of the 1920's. But inside — chemically — there has been a world of change, all of it for the better! For the truth is that today's gasoline, by every measure of performance and economy, is 50% better than the gasoline of the twenties. Think what this means to you. Yes, 2 gallons of today's gasoline actually do the work 3 did then.

And equally important in these days of high prices, the price of this superior gasoline is just about the same as it was in 1925—only the taxes are higher.

To the automotive industry, constantly increasing gasoline quality has been all-important, because it has allowed us to build more powerful and more efficient engines just as fast as we were able. The oilmen have never failed us—when we come up with an advanced engine design, they are ready with the proper fuel to power this engine efficiently and economically.

To me, this proves once again the wonders that come from keen competition in our free enterprise system. You see, the increase in gasoline quality is a direct result of the intensive competition for your business among America's oil companies. Every company knows that the only way to win or keep business is to continually offer you new, improved products at the lowest possible price.

As long as this competition continues, there is no way to predict what tomorrow's gasoline will be like—except that it's sure to be even better. Just as automobile companies are experimenting with dream cars of tomorrow, oilmen are spending millions to develop radically improved fuels to power them. So the next time you get a thrill out of the power of a '54 car, give some credit, too, to the gasoline—the unsung hero of your driving pleasure. And remember—tomorrow it will most likely be even better!

Charles F. Kettering, a director and research consultant of General Motors, has played an important role in America's automotive progress for over 40 years. The inventor of the self-starter, he is also identified with such important automotive developments as tetra-ethyl lead, four wheel brakes and safety glass.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry. This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.

PHILIPS AND RCA: HOW THEY COMPARE

THE AMERICAN FIRM GETS MUCH MORE OUT OF ITS INVESTMENT

SUCCINCT SUMMARY of the differences between the operation of big business—specifically, big electronics manufacturing business—in this country and abroad is provided by the table below, a financial comparison of America's RCA and Europe's Philips (full name: N. V. Gloeilampenfbriek Philips, Eindhoven, The Netherlands).

Noteworthy are these facts:

Philips, with total assets of $515 million, had sales of $424 million. RCA, with total assets of $532 million, had sales of $853 million, or nearly twice the volume from only slightly more funds.

Both companies had about the same amount invested in net plant. Philips' inventory, however, was 40% larger than RCA's despite its 50% lower sales volume. Also, Philips' investment in accounts receivable was as large as RCA's with only half the sales, highlighting European problems of collection and slow turnover.

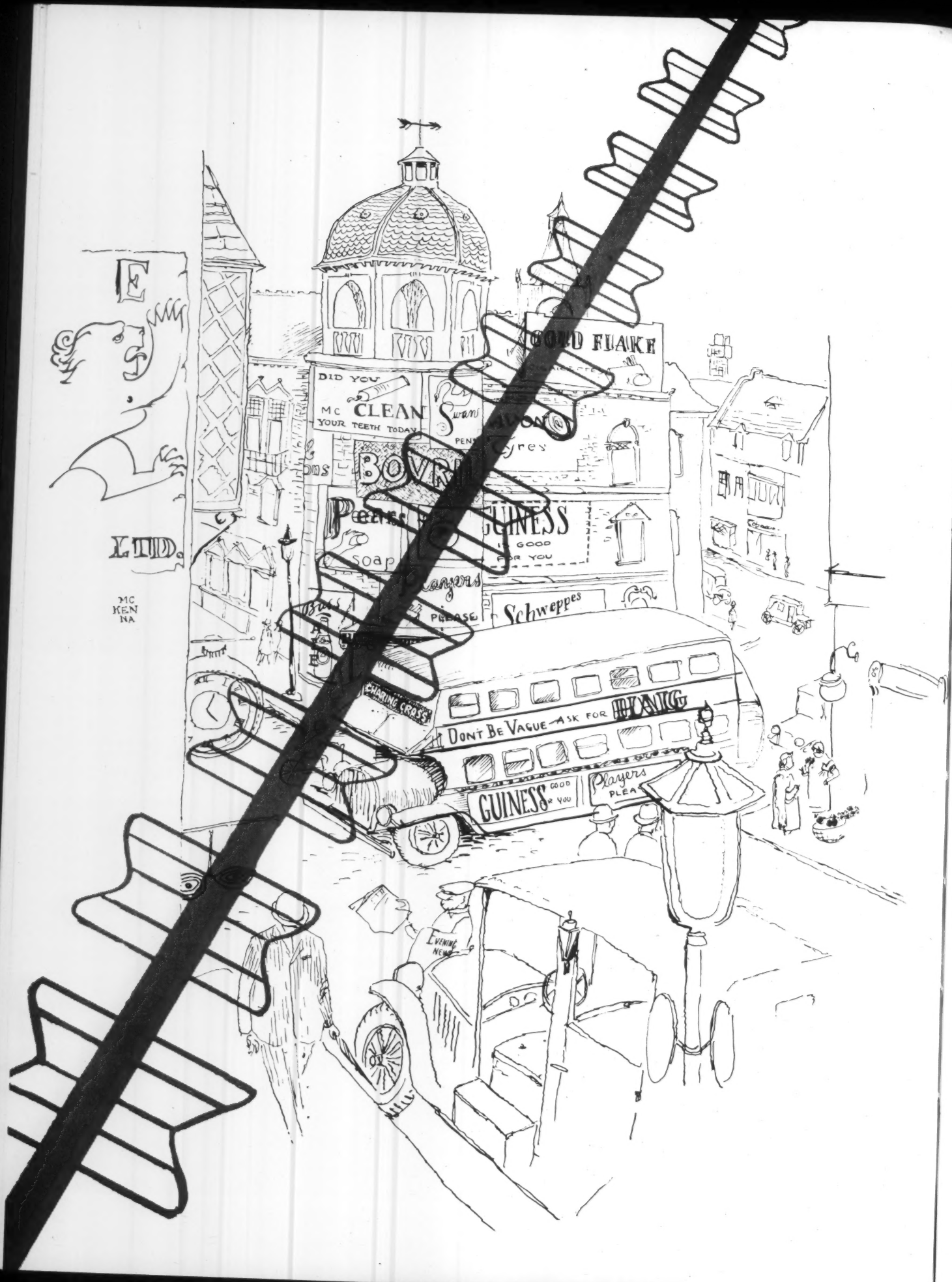
RCA earned a return of 9.6% of its total funds; Philips earned only 6.6%. However, RCA's net of $35 million was only 4.1% of sales, while the Philips' net of $23 million was 5.5% of sales.

The most startling disclosure of the comparison, however, is in the funds charged to wages, salaries and employe benefits. The $149 million expended by Philips and the $300 million spent by RCA in this way each amounts to 35.2% of gross sales. But in Philips' case, the sum was distributed among 106,000 employes, to RCA's 61,000, giving the average Philips employe $1,405.66 for the year, compared to $4,918.03 for the average worker at RCA. The 1953 sales productivity per average employe was $4,000.00 for Philips, $13,983.61 for RCA. Philips' share of profit (before taxes) per employe was $427.67; RCA's was $1,187.49.

In other words, RCA's average wage and sales productivity per employe were more than three times as large as Philips' and the average net profit before taxes per employe for Philips only was about one-third that achieved by RCA.

I Sales and Profit Comparison	PHILIPS		RCA	
Sales	$423,545,000		$853,054,000	
Profit Before Taxes	$ 45,433,000		$ 72,437,000	
% to Sales	10.7%		8.5%	
Profit After Taxes	$ 23,161,000		$ 35,022,000	
% to Sales	5.5%		4.1%	
Effective Tax Rate	49.0%		51.7%	
II How 1953 Sales Dollar was applied:	**$**	**%**	**$**	**%**
Material and Services	205,758,000	48.6	456,331,000	53.5
Wages, Salaries and Benefits	149,078,000	35.2	300,239,000	35.2
Depreciation	17,857,000	4.2	15,174,000	1.8
Interest Paid	5,420,000	1.3	4,631,000	0.5
Taxes	22,272,000	5.2	41,657,000	4.9
Dividends Declared	9,679,000	2.3	24,253,000	2.8
Reinvested in Business	13,481,000	3.2	10,769,000	1.3
TOTAL	423,545,000	100.0	853,054,000	100.0
III Balance Sheet Comparison				
Assets				
Cash and Securities	83,381,000	16.2	147,095,000	27.7
Receivables	122,842,000	23.8	124,271,000	23.4
Inventories	152,314,000	29.6	108,180,000	20.3
Other	6,061,000	1.2	8,564,000	1.6
Total Current Assets	364,598,000		388,110,000	
Investments in Subsidiaries	14,316,000	2.8	5,409,000	1.0
Net Fixed Assets	135,805,000	26.4	134,182,000	25.2
All Other Assets			4,299,000	0.8
TOTAL ASSETS	514,719,000	100.0	532,000,000	100.0
Liabilities				
Total Current Liabilities	163,492,000	31.8	159,170,000	29.9
Long Term Debt	100,182,000	19.5	150,000,000	28.2
Deferred Income on Installment Contracts			7,111,000	1.3
Net Worth	251,045,000	48.7	215,719,000	40.6
Total Liabilities & Net Worth	514,719,000	100.0	532,000,000	100.0
Net Working Capital	$201,106,000		$228,940,000	
Current Ratio	9.2%		2.4%	
% Return on Net Worth	9.2%		16.2%	
% Return on Net Worth Plus Long Term Debt	6.6%		9.6%	
Number of Employes	106,000		61,000	

Philips consolidated figures have been converted from guilders to dollars at a rate of 3.78 to the dollar (26.45¢).


E
LTD.
MC KEN NA
GOLD FLAKE
DID YOU
Mc CLEAN
YOUR TEETH TODAY
Swans
PEN
yres
BOVR
Pears
GUINESS
GOOD FOR YOU
soap
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PLEASE
Schweppes
CHARING CROSS
DONT BE VAGUE ASK FOR IZAL
GUINESS GOOD FOR YOU
Players
PLEA
EVENING NEWS

BRITISH COMMERCIAL TV: IT'S LEGAL BUT LAGGING

by Richard Pack

LONDON—After many months of sizzling debate in and out of Parliament, of thundering editorials and indignant letters-to-the-editor, of thumping propaganda campaigns pro and con, and of partisan monkeyshines in which even Dave Garroway's J. Fred Muggs became a central figure, the British commercial television bill is now law. It was a battle waged with all the publicity and passion of a major election campaign. Now at long last, British advertisers are going to be able to use this most potent of all media, and British tv audiences are going to have a program alternative to the BBC. But for agencies, advertisers and programmers, this is only the beginning. Ahead are enough headaches, hard work and hassles to make even the life and hard times of an American uhf operator in the heart of New York look easy.

Britannia has set up an Independent Television Authority to rule the tv waves commercially, but exactly what some of these rules mean is still open to controversy, clarification and the testing of time. The tv act is spiked with so many restrictions on advertising and program content that commercial tv may have some rough sailing until some of the generalities of the new law are realistically and empirically interpreted by actual on-the-air operations.

Like the BBC, the ITA comes under the supervision of the Postmaster-General, who appoints the new Authority's chairman, deputy chairman, and not fewer than five nor more than eight other members. Unlike BBC, it will get its revenue mostly from advertising, although it will get some government subsidy, too. The ITA is set up as a parallel organization to BBC, and as a BBC competitor. But ITA, although it is going to be involved in the business of television broadcasting, is not a private enterprise venture. Apparently, the British government decided to cut its commercial cake and eat it, too, by finally authorizing commercial video but still keeping it essentially a government institution.

In mid-August the Postmaster-General appointed seven men and two women as members of the ITA. So far as is known none had broadcasting experience. Last week the ITA appointed Sir Robert Brown Fraser—who doesn't own a television set—as the ITA director general. Sir Robert is a former newspaperman who has been directing the British government's Central Office of Information.

The ITA and its director general will, in effect, be both the landlords and policemen of commercial tv in Great Britain. The ITA will own transmitters, but it will not own any studios or its own production facilities. Only under special circumstances will it produce any programs on its own. Its main task, aside from providing channels and transmitters, will be to patrol—and very strictly—the programs and advertising of the commercial broadcasts.

ABOUT THE AUTHOR

Mr. Pack wrote this article on a B•T assignment while in Europe before taking up his new and present post as national program manager of Westinghouse Broadcasting Co. A veteran broadcaster, Mr. Pack was formerly program-operations director of NBC's WNBC-WNBT (TV) New York and before that, program director of WNEW New York.

The ITA, then, is a kind of British FCC, but with more powers and privileges than our FCC. Imagine an FCC that owned all the commercial tv transmitters in the United States, and you get an idea of what the ITA is like.

So who provides the programs? That's where the "program contractor" enters the picture. And at this moment the picture is still a little fuzzy. According to the law, these program contractors will furnish all, or most of the programs for the stations and network of the ITA. They will use their own talent, production facilities, cameras and studios, and they will pay the ITA for use of the transmitters and their contract "franchises." In general, ITA will produce programs itself only on special occasions, if the contractors cannot provide certain programs the ITA needs.

The contractors will sell time, or more accurately, announcements around the programs they produce. This means that advertisers and agencies will be doing business with the contractors, not ITA. But the ITA has not decided yet just how many program contractors there will be, and how the air time will be organized and divided among them.

At the start of commercial telecasting—which optimists expect by late spring of 1955—there will be three stations, one each in Birmingham, Manchester and London, linked together as a national network. Since the television law only broadly defines the functions of the contractors, the newly-appointed members of the ITA soon will have to make some important decisions about who's going to program what, where and when.

There are several conflicting proposals, and a great deal of private and public debate. If the controversy is not as violent as that which preceded the passage of the tv act, it is in many ways just as important to determining the shape of things to come on the screens of British tv receivers.

One camp proposes that each station's programming be assigned exclusively to one contractor. This kind of set-up, however (so its opponents argue), would give the contractor in London almost monopolistic dominance of shows—because most of the programs would originate in the capital—and eventual commercial dominance because of the richness of the London market.

Another plan is to divide the entire programming between two contractors, who both would program the commercial network out of London. These two contracting companies would then program alternately. One idea is for them to program on alternate days (as if in the States, Monday were to be exclusively reserved for NBC, Tuesday for CBS, Wednesday for NBC, etc.). This is

said to be the system preferred by the government. The other scheme is for the two companies to equally divide up each day, with alternating blocks of time for each. While such a two-company system would provide for competition at the main point of program origination, opponents of this plan maintain that it would give London a monopoly of the network, without allowing the other cities to reflect on the air their own tastes and interests.

In the first phase of ITA operations, there will probably be no local program originations. It will be strictly a national network service. Local originations will be added later, as more stations join the network and the system of programming, production and advertising has had enough practical testing.

No matter which method of operation for the contractors is decided upon finally, the program contractors (or program companies as they are more popularly called) are going to be tremendously important in the British commercial tv world. They should not be defined as British counterparts of our own American package producers. The British program companies will resemble more closely our own station licensees, since they will program either entire stations or large segments of time.

Whether there will be two, three, or ten program contractors, the television act makes it very clear and certain that advertisers and/or their agencies will have nothing to do with the programming of British commercial television. The act is very firm on that point: "Nothing shall be included in any programmes broadcast by the Authority, whether in an advertisement or not, which states, suggests or implies, or could reasonably be taken to state, suggest or imply, that any part of any programme broadcast by the Authority, which is not an advertisement, has been supplied or suggested by any advertiser. . ."

Cowcatchers & Hitch-Hikers

So when commercial tv finally takes to the English air, you will never hear, "This is the Austin cars show—brought to you by Austin Motors," or words to that effect. The sponsor's commercials will be more in the nature of spot announcements, at the opening and end of programs, ". . . or in natural breaks therein." What a "natural break" may be, only time and ITA will tell. In short, the line between program and commercial will be so rigidly drawn that the sponsor's messages will be no more than a cowcatcher and hitch-hiker to each show.

Commercials must not take up more than six minutes in any one hour. Political parties are not allowed to buy time. All giveaway programs are taboo. So are sponsored religious programs. Continuing concern with advertising standards, religious programs and childrens' programs is reflected in the fact that the tv act sets up three special advisory committees, one for each of these areas.

There are also a great many restrictions in actual programming, quite apart from advertising considerations, and these the ITA will be called upon strictly to enforce. Some of these do's and don'ts though are so vague and lofty that they are certain to produce varying interpretations, conflicting judgments and work for lawyers. For example, the law says that "it shall be the duty of the Authority to satisfy themselves that so far as possible the programmes broadcast by the Authority comply with the following requirements . . . that the programmes maintain a proper balance in the subject-matter and a high general standard of quality . . . that a proper proportion of the films and other recorded matter included in the programmes is of British origin . . . that the programmes broadcast from any station or stations contain a suitable proportion of matter calculated to appeal specially to the tastes and outlook of persons served by the station or stations . . . the amount of time given to advertising in the program shall not be so great as to detract from the value of the programme as a medium of entertainment, instruction and information."

At the start of commercial operations, for some time there will be no local advertising —only national network commercials. However, the tv law says, "If there appears to the Authority local demand to justify that course, provision shall be made for a reasonable allocation of time for local advertisements, of which a suitable proportion shall be short local advertisements."

LIMITED FUTURE?

A PIONEER U. S. radio and television time salesman thinks commercial television in England will bring only "limited financial returns." Joseph J. Weed, president of Weed Television, national station representative firm, predicts that British tv advertisers will find themselves strait-jacketed by tight controls over the number and kinds of commercials.

"Tv needs big money just to break even," Mr. Weed said, "and sponsors won't invest heavily in programs that don't amply advertise their wares, services or institutional messages." Mr. Weed made his comments at the time Parliament approved commercial tv for England and adopted the stricture against program sponsorship in favor of spot commercials not connected with shows.

Penalties for violations of the tv act by program contractors are stiff. In fact, they were made more severe in the final amendment adopted by Parliament. While no one will be sent to the Tower for excess commercialism or other offenses, ITA has a rate card for fines—500 pounds for the first violation, 1,000 pounds for the second, 1,500 pounds for the third and those thereafter. Additionally, after three violations, the ITA may withdraw a program contractor's contract.

For British advertisers and their agencies this next year is a period of "back to school." From top executives to clerks, agencies are already busy studying television advertising, in one way or another—some from scripts sent over from the States, many from American kines, and others by dispatching expeditions to darkest commercial New York or Hollywood to pick up first-hand information and ideas from the natives.

"Advertising has always been willing to learn new lessons, and never more so than today," editorializes the advertising trade paper, *World's Press News*. "There is a lesson to be learnt quickly. It is not being taught to inexperienced students in evening classes, but to advertising's top men. The subject is: 'What every agency chief should know about sponsored television.'"

So eager are admen here to learn the tv facts of life that a recent invitation showing of some experimental commercials in a preview theatre drew capacity audiences of top agency executives, although the screenings were held at a time when (in the words of one adman) ". . . before the war, most agency chiefs would already have left town for weekends in the country."

Unfortunately, the learning process is handicapped by too many pupils and too few teachers. There are just not enough men in England today with tv production experience of any kind, let alone commercial tv know-how. Some of the big agencies are reported to have an expert or two (imported from the U.S.A. or Canada, or at least trained there), warming up in the bullpens and ready to be put in, once the commercial game really gets underway.

With these limitations of personnel and experience, it's probable that for many agencies and advertisers, it will be a case of learning their tv advertising ABC's by trial-and-error, by actual on-the-air experience. However, there are quite a few advertisers and agencies who are determined wisely not to wait for the actual arrival of commercial tv to acquire practical experience in commercial production.

A large number of agencies actually are already producing sample commercials. These are designed not for broadcast but only for study purposes. As each "dummy" commercial is completed, it is privately shown, and screened over and over again for agency personnel, and for advertisers.

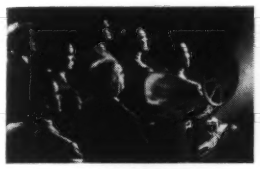
Apparently, they are learning a lot. As one advertiser puts it, "We prefer to make our mistakes off the air this way, and not inflict them on the public."

While all admen here are excited by the prospects and potentials of the new medium, not all of them welcome the advent of commercial video. A few of the oldtimers, whose entire business lives have been founded on the printed media, would just as soon the march of electronic progress left them alone with their engravings. They just don't want any trouble. Things are easier, more comfortable, the way they are.

The one worry most admen seem to share at this stage is fear of high costs. No one knows what commercial tv is going to cost the advertiser yet, but everyone knows it's going to be expensive. And stories of American tv costs are widely circulated. Rates will be set by the program contractors.

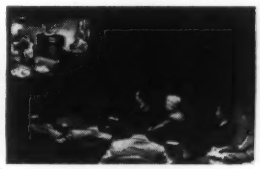
Set Conversion Problem

Like uhf in America, British commercial television also faces a set conversion problem. Most tv receivers in the UK are single-channel sets; they will have to be modified to receive the programs of the new commercial stations. Conversion will cost about $20. This, together with the fact that the network starts out with only three stations



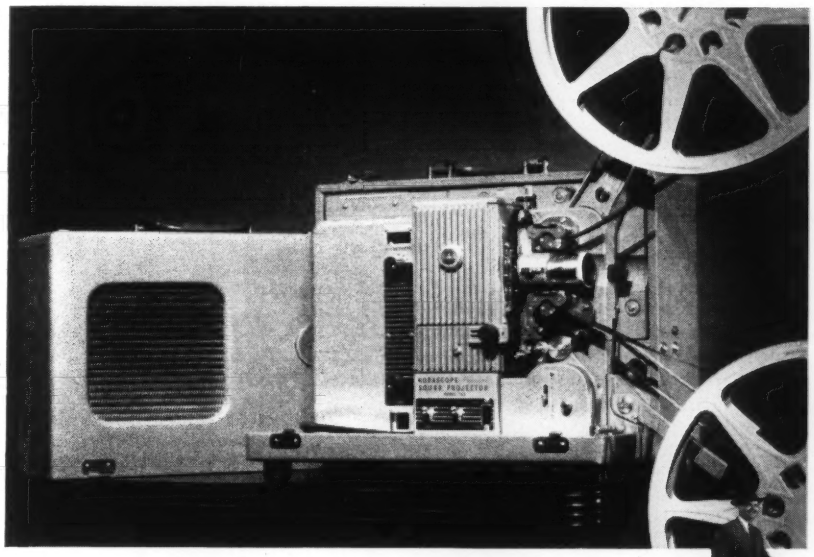
STUDIO PREVIEW

AGENCY PREVIEW



SPONSOR PREVIEW

When it takes a lot of previews to make a TV premiere . . .



. . . a Pageant Projector can lighten the load

Before any TV show gets into living rooms, there are many previews. It means showings at the studio, then at the agency, and finally at the sponsor's office—not once, but *more* than once!

But multiple previews are no problem with a Kodascope Pageant Sound Projector. Projector, well-baffled 8-inch speaker, and auxiliary equipment are all contained in a single, easy-to-carry case. Salesmen like the Pageant, too, because it's simple to set up, thread, and operate.

True-rated amplifiers and matched speakers assure fine sound reproduction. Even "off-position" sound tracks sound better with the Pageant's exclusive Fidelity Control. The built-in field flattener insures sharp images over the entire picture area. And nylon gears *plus* nonskip pulldown mechanism and a silicone-oil-damped roller eliminate show-stealing projector noises.

Service is no problem, either, because Pageants are *permanently pre-lubricated* to keep them *on* the job and *out* of repair shops.

No other portable 16mm. sound projector offers so many advantages at such a modest price. The newly announced Model 7K2, shown above, one of six brilliant projectors in the Pageant line, is priced at only $425.

Find out for yourself how a Pageant can help make your previews more effective. See your Kodak Audio-Visual Dealer for a demonstration soon. Or fill in the coupon for full details.

(Price is subject to change without notice.)

EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer and information on Kodascope Pageant Sound Projectors ☐ Eastman 16mm. Projector, Model 25 ☐ Kodascope Analyst ☐ Cine-Kodak Special II ☐

NAME_____ TITLE_____

COMPANY_____

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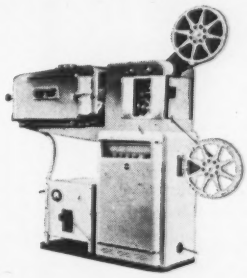
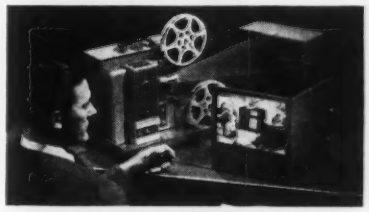
9-82

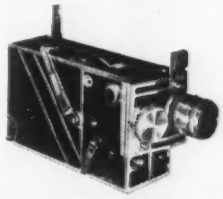
For all your 16mm. TV needs . . .



PERMANENT INSTALLATIONS—The Eastman 16mm. Projector, Model 25, provides the finest in optics, sound, and mechanical refinements. Sealed-in-oil-bath movement, separate motors for blower, reel, and main projector drive, *plus* exceptionally stable drive mechanisms assure the smoothest performance available. Here's the projector for those all-important showings when only the very best in sound and image quality will do. (Available in either tungsten or high-intensity arc models.)



ANALYSIS AND EDITING—The Kodascope Analyst Projector was designed for critical study of silent 16mm. motion pictures. Its heavy-duty reversing mechanism permits instantaneous and repeated reversing, *without* damage to either projector or film. Used either for desk-top viewing or standard screen projection, it features a reversing switch for remote operation plus a Daylight Viewer built into the case. And, like all Kodak 16mm. portable projectors, the Analyst is permanently pre-lubricated to end breakdowns due to improper oiling.



ANYTHING THAT MOVES—On-the-spot news events, commercials—*any* TV movie assignment is easily within the scope of the Cine-Kodak Special II. This versatile 16mm. camera handles dissolves, fades, animation, and other special effects without additional equipment and without the need for optical printing. With pre-loaded film chambers, your Cine-Kodak Special II Camera will be ready to go into action and *stay* in action when that big story breaks in your city.

Kodak

reaching only 50% of the nation's area, will probably keep cost-per-thousand up fairly high, until more stations are added. In many ways, BBC television with its dozen stations and its many years of broadcasting experience may have the edge on its commercial competitor for quite a while.

However, despite these handicaps, most advertising observers feel that once commercial tv hits England, it will boom quickly. Limited hours of programming and limited number of stations, plus the restrictions on commercials, will probably make good time availabilities scarce very soon. As a visiting American agency executive commented, "being tv time-buyer for an English agency ought to be a cinch."

One of the men who will undoubtedly play a major role in British commercial television is Norman Collins, who was one of the leaders of the crusade for commercial video.

Mr. Collins, an urbane, distinguished-looking man in his late forties, who was once controller and program chief of BBC tv, is a rare combination of intellectual and showman. He's a television executive by day; at night he writes best-selling novels like *Dulcimer Street*. ("Some people read themselves to sleep; I write myself to sleep . . .")

Mr. Collins is managing director of the Associated Broadcasting Development Company Ltd., one of the main contenders for an assignment as a program contractor. While Mr. Collins himself will not discuss his firm's chances of getting one of the contracts, the London advertising and show business fraternity think them very good indeed.

Another Collins enterprise is High-Definition Films Ltd.; he's managing director of H-D, an organization he founded some three years ago, when he left BBC. It's a unique operation whose current experiments may have significant results not only for British tv, but for video producers all over the world—and eventually even for the motion picture industry.

In a small suburban film studio, High Definition Films for the past few months has been busy turning out test commercials for leading British ad agencies, among them Lintas Ltd., J. Walter Thompson, S. H. Benson, the Winter Thomas Co., Masius & Fergusson, Service Advertising, and Colman, Prentiss & Varley. What is being tried out here is not only tv advertising technique, but something of greater importance for the film and television industries—an entirely new way of producing films.

The "commercials" these agencies are making at the Collins' studios are not made by conventional film methods; instead of shooting with motion picture cameras, the H-D studio produces films completely electronically, transcribing its pictures onto 35mm film by a new kind of souped-up kinescope process. Only tv cameras and facilities are used here.

The H-D system which was developed by Collins' engineering team, headed by Terence C. MacNamara, who was one of BBC television's leading technical chiefs, produces pictures of more than 700 lines definition, instead of the 525 lines of live American tv, and the 405 lines of live British tv. The quality is remarkably good; much sharper, more realistic than conventional kines. In fact, it takes a sharp eye to distinguish some of these electronically-produced films from those turned out by what some day may be called "the old-fashioned method."

Scores of dry-run commercials have already been shot at the H-D studios, using this new process. Agencymen have tested visual ways and means of plugging clothes, kitchen utensils, biscuits, gas and oil, soap, autos, cosmetics, and cigarettes. Some of these pioneering commercials are quite effective by American standards; others tend to be over-produced and over-gimmicked, just as many American commercials were in the first days of tv.

In addition to shooting experimental commercials, H-D also has made a half-hour dramatic film, which was produced at the Collins' studios by BBC, using the H-D technical crews and facilities. This electronically-produced tv film had its premiere on BBC tv this summer and was widely acclaimed by critics and viewers. The reviewer of the *London Daily Mail* called it ". . . . a presentation almost as important to tv as the widescreen to the cinema."

With careful planning and plenty of dry rehearsal, Mr. Collins asserts that his studio can shoot one complete half-hour dramatic tv film, plus a simple quarter-hour musical film in only one day's shooting; or in the same time, eight to ten one-minute film commercials. He also claims costs considerably below those of conventional film production methods.

Currently, Mr. Collins is negotiating with an American firm, which wants to set up a similar studio in the States. H-D, Mr. Collins says, does not want to go into the business of selling its equipment. Basically, it is a production outfit, and if other companies want to use the H-D system, then Mr. Collins would prefer to lease them equipment. He confidently expects that the H-D method will be widely used all over the world not only for making tv films, but for regular theatrical films as well.

Although Mr. Collins is a strong advocate of tv film, he would not rely entirely on film, if he were to program a station or network. "About fifty-fifty" he feels is the correct balance.

He is enthusiastic about the impact commercial tv will have on Great Britain. He has to quarrel with BBC television, for which he has great respect, but he firmly believes that there must be a "democracy of the dial," and that his countrymen should have the choice of several alternative program services.

"The freeing of television from monopoly control will be the biggest shot in the arm that this country his received in many decades," Mr. Collins says. "The whole British way of life, cultural as well as material, is going to benefit from this freedom; of that I am convinced."

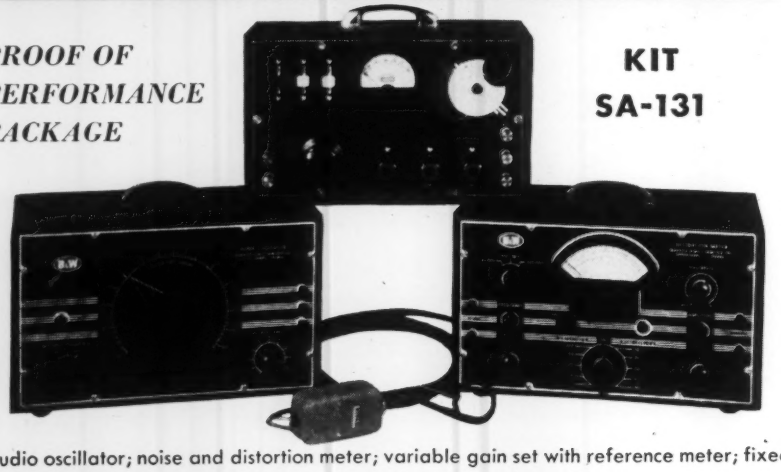
Mr. Collins' conviction is reflected in the opinions of many tv fans. Writing to a tv fan magazine, one of them recently summed up the sentiments of many of his countrymen:

"Until last month, I refused to buy a tv set. A visit to the U.S.A. changed my mind. I spent several weeks viewing sponsored tv there. In my hotel room, in New York, for example, I had tv with breakfast and experienced the joy of being able to switch from one station to another until I had found a programme to interest me. As for the advertisements I found them both intriguing and amusing. . . . On returning to England, I promptly bought a tv set with a five-channel switch. I am looking forward to using that switch."

→ Quality PLUS ··· makes GATES ··· a MUST →

PROOF OF PERFORMANCE PACKAGE

KIT SA-131



Audio oscillator; noise and distortion meter; variable gain set with reference meter; fixed and variable pads; diode rectifier with pickup coil and complete manual for taking proof of performance—all for $458.50. A well planned complete kit for measuring from microphone input to transmitter output. Better broadcasting stations will use this equipment regularly to assure top quality transmission. In stock for quick delivery.

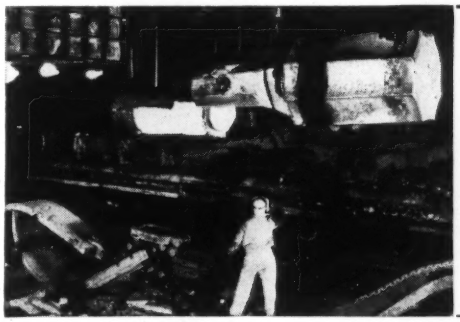
GATES RADIO COMPANY, QUINCY, ILLINOIS

Only STEEL can do so many jobs so well

Cuts Steel Like Butter! This modern flame-cutting equipment, in use at U.S. Steel Supply Division warehouses, can follow the most complicated patterns accurately and turn out finished shapes of steel exactly as wanted. Many fabricators of steel products buy their steel from U.S. Steel Supply, and have it cut to shape before it is delivered to them.

The Spring's The Thing that gives a Trampoline its unique place in the world of exercise and entertainment. Around the edge of the resilient "bouncing" surface, more than 100 oil-tempered springs, carefully designed and precisely manufactured by U.S. Steel, quietly go about their jobs of supplying the "motive" power that enables a performer to bounce and leap as high as 26 feet.

Golden Triangle. Pittsburgh's famous business section has had its face lifted recently . . . and in the new "Golden Triangle" there's still a lot of *steel*. U. S. Steel has fabricated and erected more than 34,000 tons of structural steel for new buildings here in less than 2 years. Only steel can do so many jobs so well.



A 42-Foot Car-Bottom Furnace heats big steel ingots like this up to forging temperature at U.S. Steel's Homestead Works. But proper heating involves a great deal of skill and experience on the part of the men who supervise the process. And U.S. Steel Forgings Division craftsmen are second to none in expertness at their various jobs. Many learned their skill from fathers and grandfathers who held the same jobs before them.

UNITED STATES STEEL

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

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This trade-mark is your guide to quality steel

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH

UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 4-1088

CAMPAIGNING

FCC LAYS DOWN THE RULES FOR RADIO-TV

RIGHTS and obligations of broadcast stations in use of their facilities by qualified candidates for public office were set forth by FCC last week in practical question-and-answer form.

Highlighted earlier in an amendment to the Commission's rules and regulations [B•T, Sept. 13], FCC policy regarding political broadcasts or appearances in general specifies that "any *use* of broadcast facilities by a legally qualified candidate for public office, imposes an obligation on licensees to afford equal opportunities to all other such candidates for the same office." The revised policy also specifies that political candidates may buy time at the same rate as any other advertiser.

Published in the *Federal Register* Tuesday, FCC has offered the following questions and answers to clarify its policy:

Q. Does Section 315 apply to one speaking for or on behalf of the candidate, as contrasted with the candidate himself?

A. No. The Section applies only to legally qualified candidates. Candidate A has no legal right under Section 315 to demand time where B, not a candidate, has spoken against A or in behalf of another candidate. (*Felix* v. *Westinghouse Radio Stations,* 182 F. 2d 1, cert. den. 333 U. S. 876.)

Q. Where time has been afforded to a party for political talks by non-candidates, must a request for time by spokesmen for another party be honored under Section 315?

A. No. Section 315 affords a personal right to candidates only and is not concerned with parties, as such. *Idem.*

Q. Do the provisions of Section 315 require stations to afford equal opportunities in the use of their facilities in support of or in opposition to a *public question* to be voted upon in any election?

A. No. The language and legislative history of Section 315 clearly limit the application of this Section to legally qualified candidates for public office.

Q. If a legally qualified candidate secures air time but does not discuss matters directly related to his candidacy, is this a "use" of facilities under Section 315?

A. Yes. Section 315 does not distinguish between the uses of broadcast time by a candidate, and the licensee is not authorized to pass on requests for time by opposing candidates on the basis of the licensee's evaluation of whether the original use was or was not in aid of a candidacy. (*WMCA, Inc.* 7 R.R. 1132.)

Q. Must a broadcaster give equal time to a candidate whose opponent has broadcast in some other capacity than as a candidate?

A. Yes. For example, a weekly report of a Congressman to his constituents via radio or television is a broadcast by a legally qualified candidate for public office as soon as he becomes a candidate for re-election, and his opponent must be given equal opportunity for time on the air. Any "use" of a station by a candidate, in whatever capacity, entitles his opponent to "equal opportunities." (Station KNGS, 7 R.R. 1130.)

Q. If a candidate appears on a variety program for a very brief bow or statement, are his opponents entitled to "equal opportunities" on the basis of this brief appearance?

A. Yes. All appearances of a candidate, no matter how brief or perfunctory, are a "use" of a station's facilities within Section 315.

Q. If a candidate is accorded station time for a speech in connection with a ceremonial activity or other public service, is an opposing candidate entitled to equal utilization of the station's facilities?

A. Yes. Section 315 contains no exception with respect to broadcasts by legally qualified candidates carried "in the public interest" or as a "public service." It follows that the station's broadcast of the candidate's speech was a "use" of the facilities of the station by a legally qualified candidate giving rise to an obligation by the station under Section 315 to afford equal opportunities to other legally qualified candidates for the same office. (Letter to CBS (WBBM), dated October 31, 1952; letter to KFI, dated October 31, 1953.)

Q. If a station arranges for a debate between the candidates of two parties, or presents the candidates of two parties in a press conference format or so-called forum program, is the station required to make equal time available to other candidates?

A. Yes. The appearance of candidates on the above types of programs constitutes a "use" of the licensee's facilities by legally qualified candidates and, therefore, other candidates for the same office are entitled to "equal opportunities." (Letter to Harold Oliver, dated October 31, 1952; Letter to Julius F. Brauner, dated October 31, 1952.)

Q. Are acceptance speeches by successful candidates for nomination for the candidacy of a particular party for a given office, a use by a legally qualified candidate for *election* to that office?

A. Yes. Where the successful candidate for nomination becomes legally qualified as a candidate for election as a result of the nomination. (Progressive Party, 7 R.R. 1300.)

Q. How can a station know which candidates are "legally qualified"?

A. The determination as to who is a *legally qualified candidate* for a particular public office within the meaning of Section 315 and the Commission's rules must be determined by reference to the law of the state in which the election is being held. In general, a candidate is legally qualified if he can be voted for in the state or district in which the election is being held, and if elected, is eligible to serve in the office in question.

Q. Need a candidate be on the ballot to be legally qualified?

A. Not always. The term "legally qualified candidate" is not restricted to persons whose names appear on the printed ballot; the term may embrace persons not listed on the ballot if such persons are making a *bona fide* race for the office involved and the names of such persons, or their electors can under applicable law, be written in by voters so as to result in their valid election. The Commission recognizes, however, that the mere fact that any name may be written in does not entitle all persons who may publicly announce themselves as candidates to demand time under Section 315; broadcast stations may make suitable and reasonable requirements with respect to proof of the *bona fide* nature of any candidacy on the part of applicants for the use of facilities under Section 315. (Sections 3.190, 3.290, 3.657; Socialist Labor Party, 7 R.R. 766; Columbia Broadcasting System, Inc., 7 R.R. 1189; Press Release of November 26, 1941 (Mimeo 55732).)

Q. May a station deny a candidate "equal opportunity" because it believes that the candidate has no possibility of being elected or nominated?

A. No. Section 315 does not permit any such subjective determination by the station with respect to a candidate's chances of nomination or election. (Columbia Broadcasting System, Inc., 7 R.R. 1189.)

Q. May a person be considered to be a legally qualified candidate where he has made only a public announcement of his candidacy and has not yet filed the required forms or paid the required fees for securing a place on the

Drawn for BROADCASTING • TELECASTING by Duane McKenna

"Mind taking me in until the political season blows over?"

ballot in either the primary or general elections?

A. The answer depends on applicable state law. In some states persons may be voted for by electorate whether or not they have gone through the procedures required for getting their names placed on the ballot itself. In such a state, the announcement of a person's candidacy—if determined to be *bona fide*—is sufficient to bring him within the purview of Section 315. In other states, however, candidates may not be "legally qualified" until they have fulfilled certain prescribed procedures. The applicable state laws and the particular facts surrounding the announcement of the candidacy are determinatives. (Letter to Senator Earle C. Clements, dated February 2, 1954.)

Q. Must a station make time available upon demand to a candidate of the Communist Party, or a candidate who is a member of the Communist Party, if it has afforded time to that candidate's opponent for the office in question?

A. If the person involved is a legally qualified candidate for the office he is seeking, Section 315 requires "that equal opportunities" be afforded him. It will be recognized that who is a legally qualified candidate is dependent upon federal, state, and local law pertaining to the elective process and is *not* based upon provision of the Communications Act of the Rules of the Commission.

The question of the specific applicability of these principles, in the light of the enactment of the Communist Control Act of 1954, to candidates of the Communist Party or who are members of the Communist Party has not yet been determined.

Q. When is a person a legally qualified candidate for *nomination* as the candidate for a party for President or Vice President of the United States?

A. In view of the fact that a person may be nominated for these offices by the conventions of his party without having appeared on the ballot of any state having presidential primary elections, or having any pledged votes prior to the convention, or even announcing his willingness to be a candidate, no fixed rule can be promulgated in answer to this question. Whether a person so claiming is in fact a *bona fide* candidate will depend on the particular facts of each situation, including consideration of what efforts, if any, he has taken to secure delegates or preferential votes in state primaries, It cannot, however, turn on the licensee's evaluation of the claimant's chances for success. (Letter of May 28, 1952, to Julius F. Brauner.)

Q. What public offices are included within the meaning of Section 315?

A. Under the Commission's rules Section 315 is applicable to both primary and general elections, and public offices include all offices filled by special or general election on a municipal, county, state or national level as well as the nomination by any recognized party as a candidate for such an office.

Q. May the station under Section 315 make time available to all candidates for one office and refuse all candidates for another office?

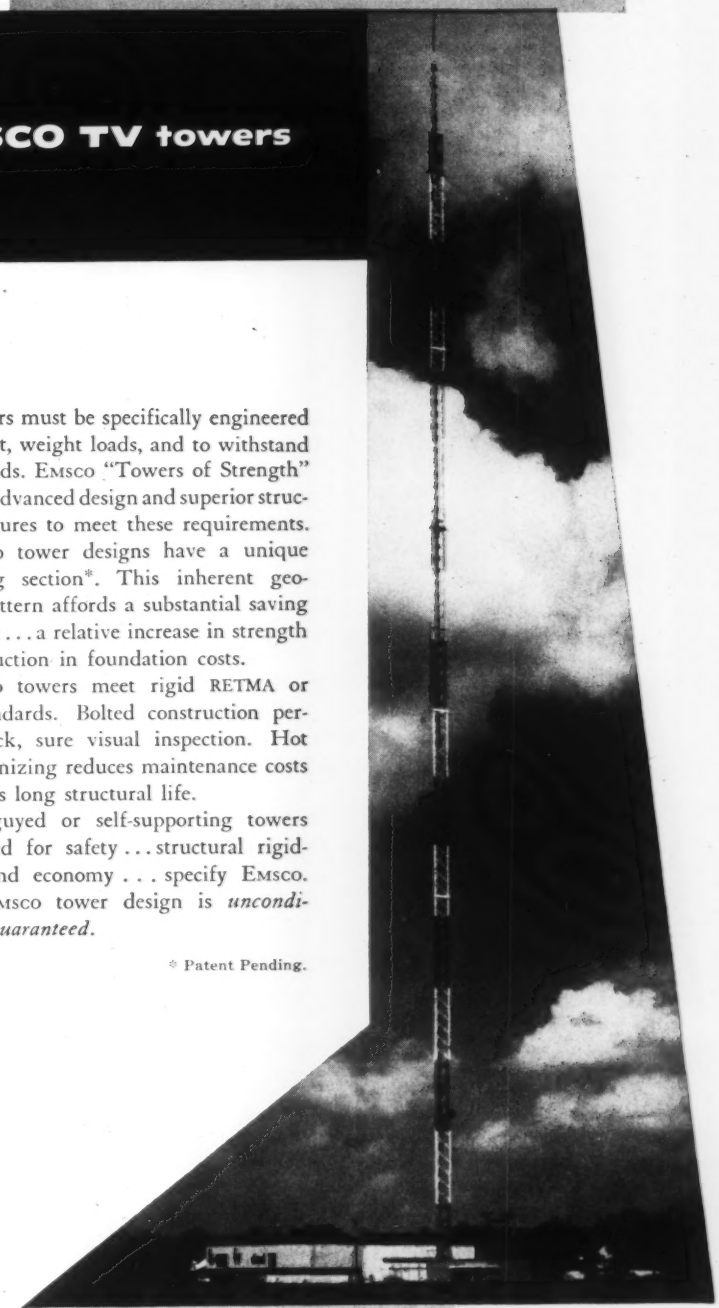
A. Yes. The "equal opportunity" requirement of Section 315 is limited to all legally qualified candidates for the same office.

Q. If the station makes time available to candidates seeking the nomination of one party for a particular office, does Section 315 require that it make equal time available to the candidates seeking the nomination of other parties for the same office?

A. No, the Commission has held that while both primary elections or nominating conventions and general elections are comprehended within the terms of Section 315, the

STRENGTH
all the way up

EMSCO TV towers



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E-183

primary elections or conventions held by one party are to be considered separately from the primary elections or conventions of other parties, and therefore, insofar as Section 315 is concerned, "equal opportunities" need only be afforded legally qualified candidates for nomination for the same office at the same party's primary or nominating convention. (KWFT, Inc., 4 R.R. 885; Letter to Arnold Petersen May 13, 1952; Letter to WCDL April 3, 1953.)

Q. If the station makes time available to all candidates of one party for nomination for a particular office, including the successful candidate, may candidates of other parties in the *general election* demand an equal amount of time under Section 315?

A. No. For the reason given above. (KWFT, Inc., 4 R.R. 885.)

Q. Generally speaking, what constitutes equal opportunities?

A. Under Section 315 and Sections 3.190, 3.290, and 3.657 of the Commission's Rules, no licensee shall make any discrimination in charges, practices, regulations, facilities or services rendered to candidates for a particular office.

Q. Is a licensee required or allowed to give time free to one candidate where it had sold time to an opposing candidate?

A. The licensee is not permitted to discriminate between the candidates in any way. With respect to any particular election it may adopt a policy of selling time, or of giving time to the candidates free of charge, or of giving them some time and selling them additional time. But whatever policy it adopts it must treat all candidates for the same office alike with respect to the time they may secure free and that for which they must pay.

Q. Is a station's obligation under Section 315 met if it offers a candidate the same amount of time an opposing candidate has received, where the time of the day or week afforded the first candidate is superior to that offered his opponent?

A. No. The station in providing equal opportunities must consider the desirability of the time segment allotted as well as its length. And while there is no requirement that a station afford candidate B exactly the same time of day on exactly the same day of the week as candidate A, the time segments offered must be comparable as to desirability.

Q. Is it necessary for a station to advise a candidate or a political party that time has been sold to other candidates?

A. No. The law does not require that this be done. If a candidate inquires, however, the facts must be given him. It should be noted here that a station is required to keep a public record of all requests for time by or on behalf of political candidates, together with a record of the disposition and the charges made, if any, for each broadcast. [Sections 3.190 (d), 3.290 (d), 3.657 (d).]

Q. If one political candidate buys station facilities more heavily than another, is a station required to call a halt to such sales because of the resulting unbalance?

A. No. Section 315 requires only that all candidates be afforded an equal opportunity to use the facilities of the station. (Letter to Mrs. M. R. Oliver, dated October 23, 1952.)

Q. If the candidate has received free time for a period of time and subsequently a second candidate announces his candidacy, is the second candidate entitled to equal facilities retroactive to the date when the first candidate announced his candidacy?

A. Normally, yes. Once the station has made time available to one qualified candidate, its obligation to provide equal facilities to future candidates begins. A candidate cannot, however, delay his request for time and expect to use the "equal opportunities" provision to force a station to turn over most of the last few pre-election days to him in order to "saturate" pre-election broadcast time. (Letter to Congressman Hunter, dated May 28, 1952; Letter to Congressman Frelinghuysen, dated March 2, 1954.)

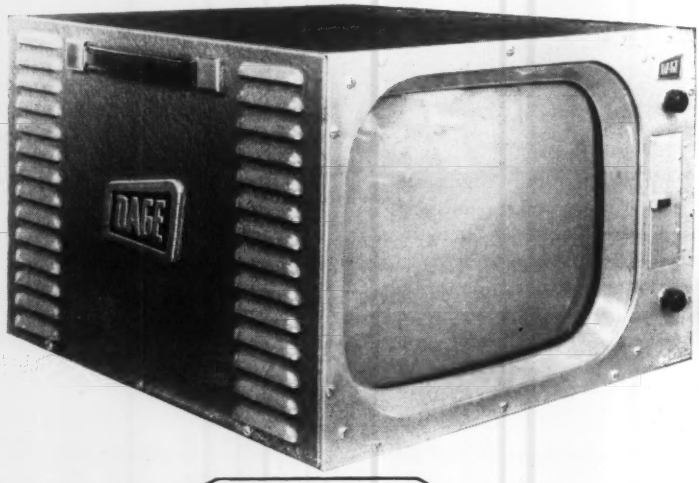
Q. If a station has a policy of confining political broadcasts to sustaining time, but has so many requests for political time that it cannot handle them all within its sustaining schedule, may it refuse time to a candidate whose opponent has already been granted time, on the basis of its established policy of not cancelling commercial programs in favor of political broadcasts?

A. No. The station cannot rely upon its policy if the latter conflicts with the "equal opportunity" requirement of Section 315. (Stephens Bcstg. Co., 3 R.R. 1.)

Q. If one candidate has been nominated by Parties A, B, and C, while a second candidate for the same office is nominated only by Party D, how should time be allocated as between the two candidates?

A. Section 315 has reference only to the use of facilities by persons who are candidates for public office and not to the political parties which may have nominated such candidates. Accordingly, if broadcast time is made available for the use of a candidate for public office, the provisions of Section 315 require that equal opportunity be afforded each person who is a candidate for the same office, without regard to the number of nominations that any particular candidate may have. (Letter to Thomas W. Wilson, dated October 31, 1946.)

Q. If a station broadcasts a program sponsored by a commercial advertiser which includes



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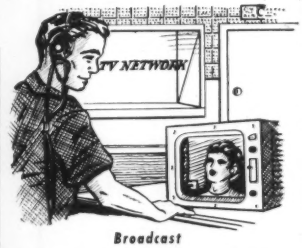
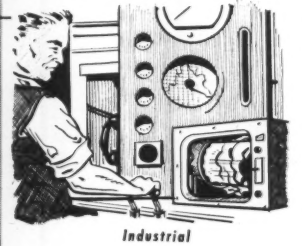


Broadcast



Industrial

SPECIFICATIONS

Bandwidth: 8 mc (More than 600 lines)
HIGH GAIN
Input signal required—approximately .2 volt peak to peak.
Inputs: Negative picture composite signal . . . or Negative picture with separate negative sync.
Bridging connection on sync.
Input impedance: Hi-impedance (with bridging or termination jack)
Input power: 117V—50 or 60 cycle —150 watts.
Overall Dimensions: 16½" wide, 11½" high, 18¾" deep. Wt. 58 lb.

DAGE TELEVISION DIVISION

69 N. SECOND STREET • BEECH GROVE, INDIANA

OF THOMPSON PRODUCTS

one or more qualified candidates as speakers or guests, what are its obligations with respect to affording equal opportunities to other candidates for the same office?

A. If candidates are permitted to appear, without cost to themselves, on programs sponsored by commercial advertisers, opposing candidates are entitled to receive comparable time, also at no cost. (Letter to Senator Monroney, dated October 9, 1952.)

Q. Where a candidate for office in a state or local election appears on a national network program, is an opposing candidate for the same office entitled to equal facilities over stations which carried the original program and serve the area in which the election campaign is occurring?

A. Yes. Under such circumstances an opposing candidate would be entitled to time on such stations. (Letter to Senator Monroney, dated October 9, 1952.)

Q. Where a candidate appears on a particular program—such as a regular series of forum programs—are opposing candidates entitled on demand to appear on the same program?

A. Not necessarily. The mechanics of the problem of "equal opportunities" must be left to resolution of the parties. And while factors such as the size of the potential audience because of the appearance of the first candidate on an established or popular program might very well be a matter for consideration by the parties, it cannot be said, in the abstract, that equal opportunities could only be provided by giving opposing parties time on the same program. (Letter to Harold Oliver, dated October 31, 1952; Letter to Julius F. Brauner, dated October 31, 1952.)

Q. May a station delete material in a broadcast under Section 315 because it believes the material contained therein is or may be libelous?

A. No. Any such action would entail censorship which is expressly prohibited by Section 315 of the Communications Act. (Port Huron Bcstg. Co., 4 R.R. 1; WDSU Bcstg. Co., 7 R.R. 769.)

Q. If a legally qualified candidate does make libelous or slanderous remarks is the station liable therefor?

A. The Commission has expressed its opinion in Port Huron Bcstg Co., 4 R.R. 1., that licensees not directly participating in the libel might be absolved from any liability they might otherwise have under state law, because of the operation of Section 315 which precludes them from preventing its utterance. But this is a matter which in the absence of any amendment to the law will have to be definitively decided by the courts. So far there have been no clear judicial holdings on this matter, but only dicta or lower court opinions supporting both positions. It should be noted, however, that many states have passed laws which wholly or partially exempt licensees from liability under these circumstances.

Q. If a candidate secures time under Section 315, must he talk about a subject directly related to his candidacy?

A. No. The candidate may use the time as he deems best. To deny a person time on the ground that he was not using it in furtherance of his candidacy would be an exercise of censorship prohibited by Section 315. (WMCA, Inc., 7 R.R. 1132.)

Q. If a station makes time available to an office holder who is also a legally qualified candidate for re-election and the office holder limits his talks to non-partisan and informative material, may other legally qualified candidates who obtain time be limited to the same subjects or the same type of broadcast?

A. No. Other qualified candidates may use the facilities as they deem best in their own interest. (Letter to Congressman Allen Oakley Hunter, May 28, 1952.)

Q. May a station require an advance script of a candidate's speech?

A. Yes, provided that the practice is uniformly applied to all candidates for the same office using the station's facilities, and the station does not undertake to censor the candidate's talk. (Letter of July 9, 1952, to H. A. Rosenberg, Louisville, Ky.)

Q. May a station have a practice of requiring a candidate to record his proposed broadcast at his own expense?

A. Yes. Provided again that the procedures adopted are applied without discrimination as between candidates for the same office and no censorship is attempted. (Letter of July 9, 1952, to H. A. Rosenberg, Louisville.)

Q. May a station charge premium rates for political broadcasts?

A. No. Section 315, as amended, provides that the charges made for the use of a station by a candidate "shall not exceed the charges made for comparable use of such stations for other purposes."

Q. May a station with both "national" and "local" rates charge a candidate for local office its "national" rate?

A. No. Under Sections 3.190, 3.290 and 3.657 of the Commission's Rules a station may not charge a candidate more than the rate the station would charge if the candidate were a commercial advertiser whose advertising was directed to promoting its business within the same area as that within which persons may vote for the particular office for which such person is a candidate.

Q. Is a political candidate entitled to receive discounts?

A. Yes. Under Sections 3.190, 3.290 and 3.657 of the Commission's Rules political candidates are entitled to the same discounts that would be accorded persons other than candidates for public office under the conditions specified, as well as to such special discounts for programs coming within Section 315 as the station may choose to give on a non-discriminatory basis.

Q. If candidate A purchases ten time segments over a station which offers a discount rate for purchase of that amount of time, is candidate B entitled to the discount rate if he purchases less time than the minimum to which discounts are applicable?

A. No. A station is under such circumstances only required to make available the discount privileges to each legally qualified candidate on the same basis.

Q. If a station has a "spot" rate of two dollars per "spot" announcement, with a rate reduction to one dollar if 100 or more such "spots" are purchased on a bulk time sales contract, and if one candidate arranges with an advertiser having such a bulk time contract to utilize five of these spots at the one dollar rate, is the station obligated to sell the candidates of other parties for the same office time at the same one dollar rate?

A. Yes. Other legally qualified candidates are entitled to take advantage of the same reduced rate. (Letter to Senator Monroney, dated October 16, 1952.)

Q. Where a group of candidates for different offices pool their resources to purchase a block of time at a discount, and an individual candidate opposing one of the group seeks time on the station, to what rate is he entitled?

A. He is entitled to be charged the same rate as his opponent, since the provisions of Section 315 run to the candidates themselves and they are entitled to be treated equally with their individual opponents. (Report and Order, Docket 11092.)

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PROGRAMS & PROMOTION

JEWISH ANNIVERSARY SERIES

WLIB New York is broadcasting a two-month program series celebrating the 300th anniversary of the arrival of the first Jewish settlers in the old Dutch colony which later became part of the U. S. and was named New York. The initial program featured an interview with Rabbi Israel Goldstein, president of the American Jewish Congress.

WTSP GOES FULL TIME

A 24-HOUR operating schedule has been instituted by WTSP St. Petersburg, Fla., on a year-around basis. The station originally planned the round-the-clock service for one week only as a promotion of the Sunshine Skywave, recently-opened bridge crossing Tampa Bay. WTSP offered nightly prizes of Florida oranges and grapefruit for mail indicating listenership to the late programming. The response was so heavy and contained so many requests for continuation of such service, the station reports, that it decided to operate full time on the all-night schedule. During the night WTSP airs music and news and at 5 a.m. switches to country programming to accommodate early-rising farm listeners.

'NOTABLE' MUSIC PROGRAM

MUSIC SELECTIONS of notable persons are being played on *The Guest Conductor*, a new WOL Washington program featuring Paul Hume, music editor of the *Washington Post & Times-Herald*. Well known public persons are invited to appear on the program, or, if that is not convenient, to tune it in as Mr. Hume plays their requests. Generally, the music in some way ties in with their background, such as Vice President Nixon who chose music from Mexico as part of his selection, the place where he and Mrs. Nixon took their honeymoon. Other persons who have had their selections featured include Mrs. Eisenhower (parts of which were chosen by the President), Ivy Baker Priest, J. Edgar Hoover and Senator Herbert Lehman (D-N. Y.). The purpose behind *The Guest Conductor* is to give an insight into the notables' tastes in music, something which everybody can appreciate in the lives of those always in the public eye. The program, heard from 9-10:45 p.m. on Sundays, is sponsored by the American Trucking Assn. which keeps its commercial time to a minimum, using such lines as "If you have it, it came by truck" and plugging the theme that the American trucking industry employs more people than any other occupation except agriculture.

WHAS COVERS FAIRS

EXTENSIVE coverage of the Kentucky State Fair was provided by WHAS Louisville as that station reports attracting 40,000 persons to its "Big Top" remote studios at the fairgrounds in that city. During 10 days, the station broadcast 225 quarter-hours of programs, including a simulcast with WHAS-TV of "Tomorrow's Travelers," a state-wide teenage safety program which WHAS helped to create in 1952. Fair originations included two basketball games between Kentucky and Indiana college all-stars on successive nights from the Kentucky Fair grounds and from the Indiana State Fair in Indianapolis. Numerous farm broadcasts also were made from the Indiana Fair during the first week in September, reports the station.

KOAT-TV USES WALKIE-TALKIES

KOAT-TV Albuquerque employed walkie-talkies in its coverage of the last two days of the recent Ninth Annual International Jaycee Junior Golf Tournament in that city. Announcers walked around the course to bring interesting sidelights and highlights to viewers which could not be seen from the stationary cameras.

NEVER SAY DIE

ONE sports director, two station staff members, an airport manager, the Maryville police and two airplanes later, KFNF Shenandoah, Iowa, successfully was able to air its regularly scheduled broadcast of the Maryville-Clarinda, Iowa, football game. For lack of direct line broadcasting facilities from the football field in Maryville, KFNF's sports director handed a tape of the first half of the game to a station announcer who, with the aid of the Maryville police, rushed it to a KFNF disc m.c. at the airport in that city, who in turn flew it to Shenandoah soon enough to be aired at the time scheduled. A similar process followed with the second half's tape, with the Maryville airport manager doing the piloting.

WHOLE LOTTA FEET

WGH Norfolk, Va., is sending to advertisers and agencies a brochure titled "Feetball Comes to Tidewater," publicizing the fact that the station will carry three football games each Saturday during the season. WGH uses Webster as its source for "feetball," stating that "feet" is plural of "foot," two or more. "Never so-o much football!" the promotion piece says, "Cut yourself a piece of Tidewater's biggest sports pie! . . . three big high school, collegiate and service games *every* weekend . . . for the *one game price!*"

MAN WITH GREEN HAIR

KITE San Antonio is sending on sales calls to advertisers and agencies a new green-haired salesman with eyebrows to match and a red-and-white striped bow tie, ready to sell you any amount of time over that station. He comes in the form of a card with an attached tab to be placed in water. Within a week he sprouts hair and tells you to watch it grow as you would your business while advertising on KITE.

TO QUELL ALL FEAR

IMPORTANCE of dental care in health is being demonstrated by WBKB (TV) Chicago

MEET G. Ted Huggs of Cadillac, Mich., the mascot for WWTV (TV) there. Weed Tv, national representative of the station, points out that G. Ted is no longer a cub, but a big bear now and thrives in the "market he so strongly embraces."

Record Turnout Marks KMTV (TV) Anniversary

A RECORD-BREAKING crowd turned out at Omaha (Neb.) Municipal Stadium Sept. 2 to attend the Fifth Anniversary Party of KMTV (TV) there, the station has reported.

The event featured a full-hour variety show, a baseball game between the Omaha Cardinals and the Sioux City Soos and personal appearances by Joe DiMaggio and Dizzy Dean. KMTV purchased every available seat for the party and distributed tickets free to those who wrote to the station requesting them.

KMTV pre-empted all CBS programming 7-10:30 p.m. in order to televise the program. Attendance reached just short of 21,000. The previous record was 17,079, the station said.

George Trautman, commissioner of minor league baseball, termed the KMTV birthday-baseball party the "greatest single promotion in history in the interest of minor league baseball," according to the station.

BERT LOWN (second from l), CBS regional station relations director, is welcomed as he arrives in Omaha for KMTV (TV)'s anniversary-baseball party. The welcoming committee (l to r): Glenn Harris, program manager; Owen Saddler, general manager; Arden Swisher, sales manager.

in a new series titled *Tv Dental Clinic*. A dentist's office and a dental chair is the actual setting of the program, which features Dr. Mort Neimark, DDS, and is presented in cooperation with the American Dental Society. It is designed to eliminate, through public information, "the fear of going to the dentist." Discussion on *Tv Dental Clinic* features eminent specialists as well as Dr. Neimark.

SWIM FEAT COVERAGE

WHEN 16-year-old Marilyn Bell, Toronto swimmer, crossed Lake Ontario from Youngstown, N. Y., to the Toronto waterfront Sept. 9, swimming about 45 miles in 20 hours and 55 minutes, CHUM and CKEY Toronto, aired a continuous report of the girl's progress. Other Toronto and nearby stations flashed news of her headway frequently during the day. CHML Hamilton broadcast a special three-hour program on the youngster's record-breaking feat in addition to receiving $7,000 in donations which was presented to her at the Canadian National Exhibition in Toronto Sept. 10 as part of almost $60,000 in prizes.

'THE BEST TV IS CHANNEL 3'

PROMOTIONAL campaign, designed to get viewers into the habit of watching KDAL-TV Duluth, Minn., and highlighted by the theme "The Best Tv Is Channel 3," was staged over the summer by that station. A 125 x 10 ft. banner carrying the words "KDAL-TV . . . Channel 3 . . . NBC" was attached to an airplane and flown over picnic grounds, ball parks and other areas where crowds gathered. Also used in the campaign were promotional announcements, the KDAL-TV special events sound car, truck panel and window displays, billboards and newspaper advertisements.

WPRO COVERAGE BROCHURE

MARKET AND RATING analysis being sent to advertisers and agencies by WPRO Providence states that the station "offers you single-station dominance of the nation's 14th largest market. The brochure points out that the 14th ranking applies to WPRO's coverage area—Providence, Fall River, Mass., and New Bedford, Mass. The brochure includes a coverage map, detailed coverage statistics and results of a Pulse survey, WPRO claiming a 6.9 rating in Providence and a 12% higher rating in the Providence area.

S-W DEMONSTRATION CENTER

STEWART-WARNER Electric Div. (Chicago) of the Stewart-Warner Corp. has introduced a demonstration center construction designed to convert tv prospects into tv buyers for the retail dealer. Built on a wood frame, the center incorporates the principles of the "Tv Schoolhouse"—reading, writing and arithmetic. The company is using the "Schoolhouse" blackboard to display features in its new 21-inch screen, with a claim of a 20% larger picture.

KXLF-TV ANNIVERSARY SHOW

KXLF-TV Butte, Mont., the first television station to go on the air in Montana, recently staged a 30-hour telecast occasioned by its first anniversary. Station advertisers contributed gifts that were awarded to viewers during the course of the marathon broadcast.

QUAKER OATS CONTEST

PRIZES totaling $75,000 are being offered to participants in the new promotion contest sponsored by Quaker Oats Co. on its portion of ABC's simulcast of Don McNeill's *Breakfast Club*. The contest, which opened Sept. 9 and closes Nov. 15, is designed to promote Quaker's Aunt Jemima Pancake Mix. First prize is a seven-room home designed by the editors of *Better Homes & Gardens* magazine, and second is a complete General Electric kitchen, including all appliances. Participants are asked to fill in the last line of a six-line jingle. Mr. McNeill will give periodic reports on the contest. Quaker Oats sponsors *Breakfast Club* on ABC-TV and ABC Radio Tues.-Thurs., 8:45-9 a.m. CDT.

WIRK-TV REVIEWS FIRST YEAR

FIRST ANNIVERSARY issue of the *WIRK-TV News*, offset newspaper of WIRK-TV West Palm Beach, Fla., reports the highlights of the station's past year of operations, "with a look to the future." The paper describes the day-by-day arrival and setting up of technical equipment prior to the station's start. WIRK-TV signed on the air Sept. 13, 1953, with local programming and soon thereafter added several film series. On Nov. 25, 1953, AT&T interconnected the station with ABC-TV. Expansion of

Do You Know This Man?

He is Sol Robinson, vice president and general manager of WLAD, Danbury, Conn. He says—

"Since 1947 WLAD has profited by subscribing to the SESAC Library. We plan to have WLAD-FM on the air shortly, which we will program independently of our AM operation and here, too, we expect the Library to become a vital part of our everyday programming."

The **SESAC Library** is **lowest in cost** for a complete Program Service

SESAC, INC.

475 Fifth Avenue **New York 17, N. Y.**

THIS 1915 Cadillac met visitors at the Wichita Airport when they arrived to help celebrate the first anniversary of KTVH (TV) Hutchinson, Kan. About to enjoy the ride are (l to r) Sam Arnholtz, owner of the car; Phyllis Danielson, Miss Kansas of 1954; Bert Lown of CBS-TV Station Relations; Howard Peterson, KTVH general manager; Dwight Reed, H-R Television; Frank Silvernail, chief timebuyer, BBD&O, and Frank Headley of H-R Television.

facilities is now in process, including the acquisition of an additional studio camera and a new film camera chain. The paper reports WIRK-TV has gained national recognition for Palm Beach County via national advertisers using the station. In addition, the news sheet includes information about various programs, a program schedule, WIRK radio news and a picture page billing several station personalities.

WPEN MERCHANDISING PLANS

ADVERTISERS and agencies are receiving from WPEN-AM-FM Philadelphia two brochures publicizing its food and drug merchandising plans, being conducted in conjunction with the Penn Fruit Co. supermarket chain and the Sun Ray Drug Co. in that city's area. Each plan offers advertisers displays of their products in outlets of the two firms, which the station describes as the finest in Philadelphia. Shelf extenders and markers and an end display are employed in the food plan as eye-catchers, making one product more prominent than others. The end display, with a specially-trained salesgirl, rotates throughout the Penn chain. Also newspaper advertising, window posters and promotional directives are used. Regular commercials, plus frequent ad lib plugs, are aired over WPEN's *Pat & Jack Show*, a program with which products are associated in the displays. The plan operates in 13-week cycles with one product being featured for a full week. The drug plan operates in a similar manner, using several types of displays in Sun Ray outlets with several of WPEN's "top-notch voice-salesmen and entertainers" pitching the products over various programs. Merchandising results are guaranteed for both plans by WPEN and the firms "in America's 3rd market."

NEWS-MINDED SPONSORS

FOR THE FIRST time in its almost seven years of operation, WJLK Asbury Park, N. J., licensed by the Asbury Park Press Inc., has each of its 118 weekly newscasts sponsored. Everett Rudloff, general manager, attributes this fact to the steady climb WJLK has made in area radio listenership. The station claims that according to regular measurements by Advertest Research, its listenership "eclipses all other radio listening in the area." A total of 21 Shore area business firms are sponsoring the newscasts, including five automobile concerns, two each of bakeries, building suppliers and savings and loan associations, among others.

Conscientious Station

WHEN WDSU-TV New Orleans had to drop the Wednesday night Pabst Blue Ribbon fights from its program schedule to make room for new NBC-TV fall shows, the station ran 5½ x 12½ inch ads in two local newspapers expressing regret for the necessity of such action, stating WDSU-TV was glad to tell viewers they could continue to see the fights on WJMR-TV in that city. Adding that WDSU-TV would continue to carry the Gillette fights on Friday nights, the advertisement said, "Our continued best wishes to the fine Pabst Brewing Corporation. We hope that all our viewers understand that we are trying to bring a varied schedule of programs that will serve the most people. What'll *you* have?"

KONI PLANS MUSIC FORMAT

KONI Phoenix, Ariz., scheduled to debut soon, will program music "around the clock" from 6 a.m. to 1 a.m., with news each hour. KONI will operate on 1400 kc with 250 w. High fidelity equipment is from Collins Radio Co. Studios and offices are located in the Mayer-Heard Bldg. in downtown Phoenix.

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TV PICKS UP ITS COSTLIEST CHECK

THE STAR'S THE THING THIS FALL, AND MONEY'S NO OBJECT

By Florence Small

BY OCT. 1 television network talent costs will reach an all-time high of $3.2 million a week (gross) for nighttime shows alone. That figure is compiled without the addition of "spectaculars" production costs.

Outrunning time figures by a widening margin, the spurt in talent expenditures is due basically to the increasing tendency of networks and advertisers to buy their audiences with stars. The result has been an astronomical sweepstakes reaching its high point in the current burst of spectaculars.

Spectaculars are at once the product, the cause and the symbol of the networks' runaway fever for high-priced "names." Logical climax of the "lure 'em with stars" philosophy, they have themselves raised the ante and glorified the principle of the sky-high bid for allegedly sure-fire talent. Moreover, in their competitive invasion of the stratosphere, they have managed to create their own additional constellation of high priced luminaries. Producers have joined performers as objects of the new big money, and today the Liebmans, the Coes and the Minors command fees equal to and often more than the stars they superintend.

Symbol of this new gold standard in programming, six of these extravaganza shows this season will cost a total of $1,320,000 in talent alone. The most ambitious of these, *Light's Diamond Jubilee*, anniversary program sponsored by some 300 companies and organizations of the electrical industries throughout the country to celebrate the 75 years of electrical progress. It will run two hours over all four networks—on about 329 interconnected stations, live—under the guidance of David Selznick, producer, and will feature such stars as Helen Hayes, Joseph Cotten, Jennifer Jones and Shirley Temple (with the rest of the roster of stars still to be named).

The cost of the show, which will be presented on Oct. 24, will be approximately $965,000 for time and talent. More than half of that figure will be spent on talent and production. Victor Young, composer and conductor, will be the musical director of the two-hour, four-network television spectacular. He will compose a complete original musical score and be in charge of all musical arrangements for the program. Ben Hecht, author, will write the script and King Vidor will direct.

High and Low

Top-priced regularly scheduled network evening program is the Milton Berle Show, Tuesdays on NBC-TV 8-9 p.m., whose cost this year is approximately $100,000 per show in production and talent costs. Kudner Agency, New York, is the agency for Buick, the advertiser for the Berle show.

Most expensive program on CBS-TV is the *Jackie Gleason* comedy show, which is sponsored by the following advertisers: Schick Inc., through Kudner Agency; Nestle Co., Bryan Houston; and W. A. Sheaffer pen through Russel M. Seeds, Saturdays. It will cost approximately $65,000 weekly.

ABC-TV's most expensive program is the *Disneyland* show, which will be sponsored by the following: American Dairy, through Campbell-Mithun; American Motors, Geyer Inc.; Derby Foods, McCann-Erickson, on Wednesdays at 7:30-8 p.m. at an estimated production cost of $70,000.

DuMont's most expensive show is *The Goldbergs*, sponsored by Vitamin Corp. of America through BBDO, Tuesdays, 8:30-9 p.m., with production figures estimated at $18,000.

The most inexpensive program on television in the evening is *Sports Spot*, sponsored by General Cigar Co. through Young & Rubicam, for about $1,500 weekly, Wednesdays, 10:30 p.m. on CBS-TV.

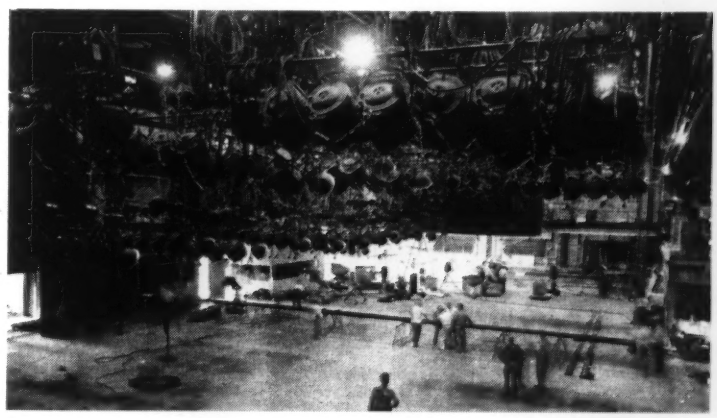
DuMont's lowest cost in production program is *Life Begins at 80* sponsored by Serutan through Ed. Kletterer, Sundays, 9:30 p.m. for about $5,000.

ABC-TV's *Sky King*, sponsored by Derby Foods through Needham, Lewis & Brorby, Mondays, 8 p.m., costs approximately $8,000. It is the lowest priced show on that network.

NBC-TV's contender for the most inexpensive show, productionwise, is *Greatest Moments in Sports*, sponsored by Mutual of Omaha through Bozell & Jacobs, Fridays, 10:30 p.m., at $5,000.

To illustrate these figures competitively, B•T has compiled a comparative chart of production costs together with available starting dates of nighttime shows on all four networks. It appears overleaf.

A separate compilation of spectaculars on NBC-TV and extravaganzas on CBS-TV also is included.



SUNDAY

	ABC	CBS	DuM	NBC
7:30	Pepsi-Cola Playhouse; Pepsi-Cola Co. Biow Co.; $15,000	Private Secretary; American Tobacco Co.; BBDO; $30,000; Sept. 12 Jack Benny; (every third week); $50,000; Oct. 3	Opera Cameos; Uddo & Taornina (foods); Carlo Vinti Adv.; $15,000	Mr. Peepers; Reynolds Metals; Buchanan & Co.; $25,000; Sept. 19
7:45				
8:00				
8:15		Toast of the Town; Lincoln Mercury Dlrs.; Kenyon & Eckhardt; $30,000		Colgate Comedy Hour; Colg. Palmolive Co.; Ted Bates; $75,000; Sept. 19
8:30				
8:45				
9:00	Walter Winchell; Gruen (alt. weeks); Am. Razor; McCann-Erickson; $18,000; Sept. 5	New GE Theatre; General Elec. Co.; BBDO; $32,000 (originals); Sept. 26	Rocky King Det.; Clorets & Pharmaceuticals; D-F-S; $10,000	TV Playhouse; Goodyear alt. with Philco; Young & Rubicam; Hutchins; $32,000
9:15	Packard Program; Packard; Maxon; $12,000; Sept. 5			
9:30		Honestly Celeste; Bristol Myers Co.; Young & Rubicam; $23,000; Oct. 10	Life Begins at 80; Serutan (Ed Kletter); $5,000	
9:45				
10:00	Break the Bank; Dodge Div. of Chrysler; Grant Adv.; $12,000	Father Knows Best; P. Lorillard (Kent); Young & Rubicam; $30,000; Oct. 3		Loretta Young; Procter & Gamble; B&B; $30,000
10:15				
10:30		What's My Line; Jules Montenier; Earl Ludgin & Co.; alt. with Remington Rand (Y & R); $15,000		The Hunter; R. J. Reynolds; Wm. Esty; $24,000
10:45				
11:00				

MONDAY

	ABC	CBS	DuM	NBC
7:30	Jamie; Duffy Mott (Y & R) alt. weeks; $15,000; Sept. 27	Doug Edwards; Whitehall (Biow); Amer. Cigar & Cig. (SSC&B); $20,000 weekly		Tony Martin Show; Toni Co.; Leo Burnett; $10,000
7:45		Perry Como; Liggett & Myers; C & W; $30,000 weekly		News Caravan; Camel; Wm. Esty Co.; $20,000 weekly
8:00	Sky King; Derby Foods; Needham, Louis & Brorby; $8,000.	Burns & Allen; Carnation Co. (E. Wasey); B. F. Goodrich (BBDO); $32,000		
8:15				Sid Caesar; Am. Chicle (DFS); RCA (K&E); Speidel (SSC &B); $40,000; Sept. 27
8:30	Voice of Firestone; Firestone Tire & Rubber Co.; Sweeney & James Co.; $18,000	Arthur Godfrey Talent Scouts; T. J. Lipton Co.; Y & R; $25,000		
8:45				
9:00		I Love Lucy; Philip Morris & Co.; Biow Co.; $50,000; Oct. 4		The Medic; Dow Chemical; McManus John & Adams; $30,000; Sept. 13
9:15				
9:30		December Bride; General Foods BBDO; $27,500; Oct. 4		
9:45				R. Montgomery Presents; American Tobacco (BBDO); S. C. Johnson (NL&B); $40,000; Sept. 20
10:00		Studio One; Westinghouse Electric Corp.; McCann-Erickson; $25,000; Sept. 20		
10:15				
10:30		Chronoscope; Longines Wittnauer (Vic Bennett); $10,000		Tonight*
10:45				
11:00				

THURSDAY

	ABC	CBS	DuM	NBC
7:30	Lone Ranger; General Mills (DF&S); $20,000	Doug Edwards; Am. Tobacco (SSC&B); $20,000 weekly		Dinah Shore; Chevrolet (C-E); $20,000 weekly
7:45		Jane Froman; GE (BBDO); $10,000; Sept. 16		
8:00		Ray Milland Show; General Electric (Y & R, Maxon); $33,000; Sept. 16	They Stood Accused; Consolidated Cosmetics (Frank Duggan); $9,000; Sept. 7	Groucho Marx; DeSoto Plymouth (BBDO); $30,000; Sept. 16
8:15				
8:30	Treasury Men in Action; Chev.-Motor Div. (Campbell-Ewald); $18,000; Oct. 7			Justice; Borden (Y & R); $17,500
8:45		Climax; (3 a month); Chrysler Corp. (Maxon Inc.)		
9:00	So You Want to Lead a Band; Brillo (JWT); $15,000			Dragnet; Chesterfield (C & W); $29,000
9:15				
9:30		Four Star Playhouse; Singer Sewing Machine (Y & R) alt. week with Parker Pen (JWT); $35,000 Sept. 30		Ford Theatre Ford Motor Co. (JWT); $25,000; Sept. 30
9:45				
10:00	Kraft Tv Theatre; Kraft Foods Products (JWT); $20,000			
10:15		Public Defender; Philip Morris (Biow Co.); $10,000		Lux Video Theatre; Lever Bros.; JWT; $40,000
10:30		Name That Tune; Carter Prod. (SSC&B); Whitehall Pharm. (Biow); $8,000; Sept. 2		
10:45				
11:00				Tonight*

FRIDAY

	ABC	CBS	DuM	NBC
7:30	Rin Tin Tin; National Biscuit (K & E); $28,000	Doug Edwards; Pharmaceut. Geritol (Ed Kletter Assoc.); $20,000 weekly		Eddie Fisher; Coca Cola; D'Arcy; $28,000
7:45		Perry Como; Liggett & Myers (C& W); $30,000 weekly		News Caravan; Camel; Wm. Esty.;
8:00	Adv. of Ozzie & Harriet; Hotpoint (alt. weeks) (Maxon); Lambert Co. (L & F); $30,000	Mama; General Foods (B & B, Y & R); $18,000		Red Buttons Show (3 out 4); Jack Carson (4th); Pontiac (MJA); $35,000; Oct. 1
8:15				
8:30	Ray Bolger Show; Lehn & Fink (L & N); $35,000; Sept. 17	Topper; R. J. Reynolds (Wm. Esty); $27,000		Life of Riley; Gulf Oil (Y & R); $30,000 Sept. 17
8:45				
9:00		Playhouse of Stars; Schlitz Brewing (L & N); $25,000	The Stranger; Serutan Co. (Ed Kletter); $10,000	Big Story; Am. Cigar & Cig. (SSC&B) alt. weeks with Simoniz (SSC&B); $25,000; Sept. 19
9:15				
9:30	Dollar a Second; Mogen David Wine Co. (Weiss & Geller); $12,000; Oct. 1	Our Miss Brooks; General Foods (Y & R); $32,000 Oct. 1		Dear Phoebe; Campbell Soup (BBDO); $30,000
9:45				
10:00	The Vise; Sterling Drugs (DFS); Oct. 1 $2,500	The Lineup; Brown & Williamson (Ted Bates); $25,000; Oct. 1	Chance of a Lifetime; P. Lorillard (L & N); $10,000	Gillette Fights; Gillette (Maxon); $20,000
10:15				
10:30		Person to Person; Am. Oil Co. (Joe Katz Co.); Ham Brewing (Campbell Mithun; Noxzema (SSC&B); $20,000; Sept. 3		Greatest Moments in Sport; Mutual of Omaha; Bozell & Jacobs; $5,000; Sept. 10
10:45				
11:00		Chronoscope; Longines-Wittnauer (Vic Bennett); $7,500		Tonight*

TUESDAY

ABC	CBS	DuM	NBC
Cavalcade of America; duPont; BBDO; $35,000; Sept. 28	Doug Edwards; Am. Tobacco (Pall Mall); SSC&B; $20,000 weekly Jo Stafford Show; Gold Seal Co.; Campbell-Mithun; $10,000; Aug. 31		Dinah Shore; Chev. (C-E); $20,000 weekly; Oct. 2 News Caravan; Camels (Wm. Esty); $20,000 weekly
Twenty Questions; Florida Citrus; $10,000	Halls of Ivy; Int. Harv. (Leo Burnett) alt. weeks with Nat. Biscuit Co. (McCann-Erickson); $45,000; Oct. 19	The Goldbergs; Vit. Corp. of America; BBDO; $18,000	Milton Berle; Buick (Kudner); $100,000; Sept. 21 Bob Hope (20 weeks); Gen. Foods (Y & R); $80,000 to $150,000; Oct. 12 Martha Raye Show; Hazel Bishop (R. Spector); $75,000; Sept. 28
D. Thomas Show; Am. Tob. (alt. wks.) BBDO; Dodge Div. of Chrysler (Grant Adv.); $40,000	Meet Millie; Carter Prod. (SSC&B) alt. weeks with O'Cedar Corp. (Turner Adv.); $20,000	Studio 57; H. J. Heinz; Maxon Inc.; Sept. 21; $25,000	Fireside Theatre P & G (Compton); $22,500
U. S. Steel Hr.; U. S. Steel Corp. (alt. weeks) BBDO; The Elgin Hr.; Elgin Nat'l Watch Co.; Young & Rubicam $30,000; Oct. 5	Danger; Block Drug Co. (H. Cohen Adv.) alt. weeks with Nash Kelvinator (Geyer Inc.); $10,000 Life With Father; Pet Milk (Gardner) alt. weeks with S. C. Johnson (NL&B); $27,500; Aug. 24		Armstrong Circle Theatre; Armstrong; BBDO; $20,000 Truth or Consequences; P. Lorillard (L & N); $12,000
Stop the Music; Exquisite Form; Grey alt. weeks with Quality Goods; $15,000	See It Now; Alcoa; Fuller & Smith & Ross; $18,000; Aug. 30		Tonight*

WEDNESDAY

ABC	CBS	DuM	NBC	
	Doug Edwards; Bendix Home App. (Earle Ludgin); $20,000 weekly		Eddie Fisher; Coca Cola; D'Arcy; $22,000	7:30
Disneyland; Am. Dairy (Campbell Mithun); Am. Motors (Geyer); Derby Foods (McCann-Erickson); $70,000; Oct. 27	Perry Como; Liggett & Myers (C & W); $30,000 weekly		News Caravan; Camel; Wm. Esty; $20,000 weekly	7:45
	Godfrey & His Friends; Toni Co. (Weiss & Geller); Pillsbury Mills (L. Burnett); Frigidaire Div. (FC&B); $40,000; Sept. 15		I Married Joan; General Electric (Y & R); $33,000	8:00 8:15
New Stu Erwin Show; Liggett & Myers (C & W); $25,000; Oct. 20			My Little Margie; Scott Paper (JWT); $30,000; Sept. 1	8:30 8:45
Masquerade Party; Remington Rand (Y & R) alt. weeks with Knomark Mfg. (Emil Mogul); $12,500; Sept. 29	Strike It Rich; Colgate Palmolive (Wm. Esty); $11,000			9:00
	I've Got a Secret; R. J. Reynolds (Wm. Esty); $10,000		Kraft Tv Theatre; Kraft Foods (JWT); $22,000	9:15 9:30 9:45
	Blue Ribbon Bouts Pabst Brewing (W & L); $30,000		This Is Your Life; H. Bishop (R. Spector); $30,000; Sept. 29	10:00 10:15
	Sports Spot; Gen. Cigar Co. (Y & R); $1,500			10:30 10:45
	Chronoscope; Longines-Wittnauer (Vic A. Bennett Co.); $10,000		Tonight*	11:00

SATURDAY

ABC	CBS	DuM	NBC	
	Beat the Clock; Sylvania Electric (C & P); $10,000		Ethel & Albert; Sunbeam Corp. (Perrin-Paus); $17,000; Sept. 4	7:30
		Sports Time; Gen. Tire & Rubber (N. W. Ayer)		7:45
	Jackie Gleason; Schick (Kudner); Nestle Co. (Bryan Houston); W. A. Sheaffer Pen (Russel Seeds); $65,000; Sept. 25		Mickey Rooney Show; Pillsbury-Green Giant (Leo Burnett); $35,000	8:00 8:15
			Place the Face; Toni; Leo Burnett; Sept. 13, $18,000	8:30 8:45
Saturday Night Fights; Bayuk Cigars; Ellington & Co.; $21,000	Two for the Money; P. Lorillard Co. (L & N); $11,000	Pro Football† Oct. 2	Imogene Coca; Griffin (BC&P); Johnson & Johnson (Y & R); Lewis Howe (DFS); SOS; McCann Erickson; $40,000; Oct. 2	9:00 9:15
	My Favorite Husband; Int. Silver (Y & R) alt. weeks with Simmons Co. (Y & R); $27,500 Sept. 11		Texaco Show; Durante & O'Connor; Texas Co. (Kudner); $50,000; Oct. 2	9:30 9:45
	That's My Boy; Chrysler Corp. (N. W. Ayer); $27,500		Geo. Gobel Show; Pet Milk (Erwin Wasey); Armour (FC&B); $30,000; Oct. 2	10:00 10:15
	June Havoc Show Willy alt weeks with Gen. Mills (DFS); $27,500; Sept. 18		Your Hit Parade; Am. Tob. (BBDO) alt. weeks with Warner-Hudnut (K & E); $38,000; Sept. 11	10:30 10:45
		**Sports Interview; Boyle Midway; Geyer; $1,775		11:00

THE FALL TV LINEUP

A B•T Compilation

This special showsheet contains listings of all television network programs now sold for this fall. Sponsor, agency and per-program production cost. Dates given are starting dates.

SPECTACULARS

September 25, NBC, 9-10:30 p.m.: Max Liebman's "Lady in the Dark"; General Motors Oldsmobile Division through D. P. Brother—; $200,000

September 30, CBS, 8:30-9:30 p.m.: "Shower of Stars"; Chrysler Corp. through McCann-Erickson; $100,000

October 10, NBC, 7:30-9 p.m.: Max Liebman presents special show for Hazel Bishop through Raymond Spector; Sunbeam through Perrin-Paus; $300,000

October 13, CBS, 10-11:00 p.m. "The Best of Broadway"; Westinghouse Electric Co. through McCann-Erickson; $100,000

October 14, NBC, 9:30-10:30 p.m.; "Ford Theatre;" Ford Motor Co. through J. Walter Thompson; $200,000

October 24, ABC, CBS, DuMont, NBC "Jubilee"—Electric Co.'s of America; N. W. Ayer & Son; $420,000

***Tonight is heard 11:30-1:00 pm EST; 11:00-Midnight CST**

****Sports Interview is telecast 11:05-11:30 p.m.**

†DuMont professional football schedule will be carried on the network by Schick through Kudner plus regional participating sponsors.

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*** American Research Bureau Survey—*details on request.***

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Station Authorizations, Applications

(As Compiled by B • T)

September 9 through September 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

Television Station Grants and Applications

Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	254	309	563[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	274	118	392
Noncommercial on air	3	3	6

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	924	337	716	526	1,243[3]
Educational	55		28	27	55[3]
Total	979	337	744	553	1,298[4]

[1] Ninety-three CPs (16 vhf, 77 uhf) have been returned.
[3] One applicant did not specify channel.
[4] Includes 32 already granted.
[4] Includes 593 already granted.

FCC Commercial Station Authorizations

As of Aug. 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,590	537	105
CPs on air	13	24	†308
CPs not on air	113	10	165
Total on air	2,603	561	413
Total authorized	2,716	571	578
Applications in hearing	133	3	175
New station requests	163	6	14
New station bids in hearing	72	0	163
Facilities change requests	126	20	22
Total applications pending	763	123	241
Licenses deleted in Aug.	0	1	0
CPs deleted in Aug.	2	0	4

*** Does not include noncommercial educational fm and tv stations.**
† Authorized to operate commercially.

* * *

Am and Fm Summary through Sept. 15

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,603	2,594	130	159	64
Fm	561	537	36	6	0

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Tampa, Fla.—Tampa Television Co. granted vhf ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 793 ft., above ground 510 ft. Estimated construction cost $833,943, first year operating cost $780,000, revenue $850,000. Post Office address P. O. Box 1077, Tampa. Studio and transmitter location 401 West Tyler St., Tampa. Geographic coordinates 27° 57′ 04″ N. Lat., 87° 27′ 54″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Doyle E. Carlton** (15%), partner in Mabry, Reaves, Carlton, Anderson, Fields & Ward (Tampa law firm), president of Bee Branch Cattle Co. (Punta Gorda, Fla.), director of Tampa Drug Co., vice president-director of Yocam Batteries Inc. (Tampa), treasurer of Contract Battery Mfg. Co. (Tampa), owner and operator of cattle ranches and citrus groves in partnership with wife; Vice President-General Manager **W. Walter Tison** (20%), owner of WALT Tampa; Secretary-Treasurer **David Elmer Ward** (10%), partner in Mabry, Reaves, Carlton, Anderson, Fields & Ward, vice president and 1/3 interest in Combs Fish Co. (Naples, Fla.), secretary of Limestone Land Co. (Wauchula, Fla.), owner and operator of cattle ranches; **T. J. Bell** (10%), president and 25% interest (with wife) in Citizens Bank in Sarasota, director of Sarasota Federal Savings & Loan Assn.; **H. H. Baskin** (10%), Clearwater, Fla., attorney, 1/5 interest in B.O.H.O. & B. (Clearwater, Fla., realtor), 1/3 interest and partner in Owens, Baskin & Owens (Clearwater realtor); **B. G. Brumby Jr.** (10%), 1/5 interest in B.O.H.O. & B., president and 33 1/3% of Brumby Textile Mills (Murphy, N. C.); **L. Maxcy** (10%), vice president and 22,351 sh. of Clinton Foods Inc. (Auburndale, Fla.), vice president and 165 sh. of Citizens Bank of Frostproof (Frostproof, Fla.), president and 1/3 of L. Maxcy Inc. (food processing) (Frostproof, Fla.), owner and operator of cattle and citrus ranches; **O. K. Reaves** (5%), partner in Mabry, Reaves, Carlton, Anderson, Fields & Ward; **G. E. Mabry** (5%), partner in Mabry, Reaves, Carlton, Anderson, Fields & Ward. Granted Sept. 2.

Grand Rapids, Mich.—Peninsular Bcstg. Co. granted uhf ch. 23 (524-530 mc); ERP 216 kw visual, 110 kw aural; antenna height above average terrain 484 ft., above ground 445 ft. Estimated construction cost $340,807.64, first year operating cost $260,000, revenue $300,000. Post office address 123 Pearl St., N.W. Studio and transmitter location near intersection Conell Road & Bridge St. Geographic coordinates 42° 57′ 56″ N. Lat., 85° 43′ 08″ W. Long. Transmitter and antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include local businessmen President **John D. Loeks** (40%), Vice President **Edward A. McCready Jr.** (20%), Vice President **Howard W. Freck** (20%), Treasurer **E. A. McCready** (20%). Granted Sept. 2.

† Huntington, W. Va.—Greater Huntington Radio Corp. (WHTN) granted vhf ch. 13 (210-216 mc); ERP 238 kw visual, 119 kw aural; antenna height above average terrain 740 ft., above ground 284 ft. Estimated construction cost $324,806, first year operating cost $260,000, revenue $300,965. Post office address S. J. Hyman, Box 1957, Huntington. Studio location 724 4th Ave., Huntington. Transmitter location near Wayne-Cabell County line, 2.5 mi. S. of its junction with Ohio-W. Va. state line. Geographic coordinates 38° 23′ 35″ N. Lat., 82° 28′ 24″ W. Long. Transmitter and antenna RCA. Studio equipment RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Applicant is owned 99%-plus by **Biggs-Long Realty Corp.**, in turn owned by **Greater Huntington Theatre Corp.** Officers of all three firms are same: **A. B. Hyman**, president; **S. J. Hyman**, first vice president and treasurer; **Jack S. Hyman**, second vice president; **J. S. Silverstein**, secretary and assistant treasurer; **Hazel M. Harer**, assistant secretary-treasurer. Granted Sept. 2.

Existing Tv Stations . . .

ACTIONS BY FCC

KFSA-TV Fort Smith, Ark.—Southwestern Radio & Tv Co. granted applications to establish auxiliary STL stations to exchange uhf tv programs between ch. 23 KCEB (TV) Tulsa and ch. 22 KFSA-TV by microwave relay. Granted Sept. 15.

KMJ-TV Fresno, Calif.—McClatchy Bcstg. Co. Commission waived Sec. 3.614(b)(4) of rules and granted mod. of CP for ch. 24 to change type of transmitter, install directional array and make other equipment changes. Granted Sept. 15.

WMGT (TV) North Adams, Mass.—Greylock Bcstg. Co. denied request for waiver of Sec. 3.607(a) of rules and returned request for special temporary authority to operate on ch. 15 in lieu of ch. 74. Action Sept. 15.

WLVA-TV Lynchburg, Va.—Lynchburg Bcstg. Corp. granted mod. of CP to change ERP to 316 kw visual and 158 kw aural; antenna height above average terrain 1,100 ft. Granted Sept. 10; announced Sept. 14.

WNEM-TV Bay City, Mich.—North Eastern Michigan Corp. granted mod. of CP to change ERP to 100 kw visual and 50 kw aural; antenna height above average terrain 520 ft. Granted Sept. 10, announced Sept. 14.

WGTH-TV Hartford Conn.—General Times Tv Corp. granted STA to operate commercially on ch. 18 for period ending Jan. 5, 1955. Granted Sept. 8, announced Sept. 14.

KSWM-TV Joplin, Mo.—Air Time Inc. granted STA to operate commercially on ch. 12 for period ending Feb. 23, 1955. Granted Sept. 7; announced Sept. 14.

WTWO (TV) Bangor, Me.—Murray Carpenter & Assoc. granted STA to operate commercially on ch. 2 for period ending Jan. 5, 1955. Granted Sept. 7, announced Sept. 14.

WTVW (TV) Milwaukee—Milwaukee Area Telecasting Corp. granted STA to operate commercially on ch. 12 for period ending Feb. 11, 1955. Granted Sept. 7; announced Sept. 14.

New Am Stations . . .

ACTIONS BY FCC

Columbus, Ga.—Muscogee Bcstg. Co. granted 1580 kc, 1 kw daytime. Estimated construction cost $18,980; first year operating cost $25,000; first year revenue $30,000. Post office address Box 92, Ft. Valley, Ga. **Charlie Parrish** (50%), employe of WFBM Ft. Valley, and **C. H. Parrish Sr.** (50%), farmer. Granted Sept. 9.

Central City, Ky.—L. L. Stone, A. E. Stone and R. G. Utley d/b as Central City-Greenville Bsctg. Co. granted 1380 kc, 500 w daytime. Estimated construction cost $16,950, first year operating cost $24,000, revenue $30,000. Principals in co-partnership are equal owners of *Messenger & Times-Argus*, Central City. Post office address % Paul Huddleston, Price Bldg., Bowling Green, Ky. Granted Sept. 9.

Manchester, Ga.—Georgia Ra-Tel Inc. granted new am station on 1570 kc, 1 kw daytime; engineering condition. Post office address % T. S. Carr, Box 66, Atlanta, Ga. Granted Sept. 9.

Central City, Ky.—Muhlenberg Bcstg. Co. granted new am station on 1600 kc, 500 w daytime, subject to acceptance of any interference that might result from operation proposed by Southern Indiana Bcstrs. Inc. at Newburg, Ind. Post office address % William D. Atkinson, WKAY Glasgow, Ky. Granted Sept. 9.

Titusville, Pa.—Crawford County Bcstg. Co. granted new am station on 1290 kc, 500 w daytime. Post office address % Victor D. Lindeman Jr., 12 E. 41st St., New York. Granted Sept. 9.

Spencer, W. Va.—Ohio Valley on the Air Inc. granted new am station on 1590 kc, 1 kw daytime; engineering condition. Post office address % Marianne B. Campbell, Box 244, Gallipolis, Ohio. Granted Sept. 9.

APPLICATIONS

Colorado Springs, Colo.—Music Bcstg. Corp., 740 kc, 250 kw daytime. Post office address % John L. Buchanan, 445 Krameria Street, Denver 20, Colo. Estimated construction cost $9,368.49, first year operating cost $36,000, revenue $48,000. Principals include **John L. Buchanan**, secretary-treasurer KTLN Denver, Colo., president (100%); **Stella W. Buchanan**, housewife, vice president; **James W. Buchanan**, sales representative KTLN, and owner photography business, secretary-treasurer. Filed Sept. 14.

Manitou Springs, Colo.—Garden of the Gods Bcstg. Co., 1490 kc, 250 w unlimited. Post office address 68 Minnehaha Ave., Manitou Springs, Colo. Applicant is operator of KCMS-FM there, Class A outlet. President of firm is C. M. Edmonds. Filed Sept. 14.

Adel, Ga.—Robert A. Davis, W. M. Forshee and W. T. Scott d/b as Cook County Bcstg. Co., 1470 kc, 1 kw daytime. Post office address % Robert A. Davis, 1301 10th St., S.W., Moultrie, Ga. Estimated construction cost $26,160, first year operating cost $30,761, revenue $55,000. Principals include **Robert A. Davis**, communications supervisor, Spence Field, Moultrie, Ga., station manager and chief engineer (30%); **W. M. Forshee**, banker and car dealer, general partner (35%); **W. T. Scott**, lumber and car dealer, general partner (35%). Filed Sept. 10.

Atlanta, Ga.—Glenkaren Assoc. Inc., 1600 kc, 1 kw daytime. Post office address % T. M. Forbes Jr., 825 Citizens & Southern National Bank Bldg., Atlanta, Ga. Estimated construction cost $11,500, first year operating cost $25,000 for combined am and fm operations, revenue $25,000 for combined am and fm operations. Principals include **Locke E. Glenn**, sound engineer and stockholder in engineering equipment companies, chairman of the board (100%); **David H. Gambrell**, attorney, president; **David L. Lyndon**, traffic manager-engineer, WEAS Decatur, Ga., secretary. Firm was granted permit for new fm station fortnight ago [B•T, Sept. 13]. Filed Sept. 10.

Fremont, Mich.—Paul Brandt, 1490 kc, 100 w unlimited. Post office address % Paul A. Brandt, 901 E. Maple St., Mt. Pleasant, Mich. Estimated construction cost $16,380, first year operating cost $40,000, revenue $45,000. Mr. Brandt owns WCEN Mt. Pleasant, Mich., and WBRN Big Rapids, Mich. Filed Aug. 26.

Winnemucca, Nev.—Northwest Radio & Television Corp., 1400 kc, 250 w unlimited. Post office address Northwest Radio & Television Corp., P. O. Box 387, Winnemucca, Nev. Estimated construction cost $11,000, first year operating cost $35,000, revenue $36,000. Principals include **Lester W. Pearce**, federal employe, president and director (18.5%); **John E. Sommers**, hotel manager, director (18.5%); **John R. Duarte**, Winnemucca chief of police, vice president and director (14.8%); **Henry E. Ruckteschler**, service station owner, secretary-treasurer and director (18.5%); **Odie G. Lupien**, music service owner, director (7.4%); **Oliver Curutchet**, general contractor, director (7.4%); **Rudolph Schwartz**, rancher, director (14.8%). Filed Sept. 14.

Dallas, Ore.—Edward C. McElroy Jr. and Leland M. Tucker d/b as Polk County Bcstrs., 1540 kc, 250 w daytime. Post office address 135 N.E. 79th Ave., Portland 16, Ore. Estimated construction cost $15,149.29, first year operating cost $24,000, revenue $30,000. Principals include **Edward C. McElroy Jr.,** engineer-announcer KGW Portland, Ore., vice president and general manager (49%); **Leland M. Tucker,** real estate salesman and service station owner, president (51%). Filed Sept. 10.

West Warwick, R. I.—Jack C. Salera, Peter B. Gemma and Lorraine M. Salera d/b as Neighborly Bcstg. Co., 980 kc, 1 kw daytime. Post office address % Jack C. Salera, 205 Blackstone St., Providence 5, R. I. Estimated construction cost $12,100, first year operating cost $21,000, revenue $53,000. Principals include **Jack C. Salera,** manager-part owner WNRI Woonsocket, R. I., president (47.5%); **Peter B. Gemma,** president Perk Tv Corp., Providence, R. I., secretary (47.5%); **Lorraine M. Salera,** secretary WNRI, treasurer (5%). Filed Sept. 10.

McMinnville, Tenn.—Cumberland Valley Bcstg. Co., 580 kc, 1 kw daytime. Post office address % Joe M. Matyas, P. O. Box 162, McMinnville, Tenn. Estimated construction cost $19,050, first year operating cost $32,252, revenue $37,440. Principals include **W. W. Davis,** optometrist, president (8%); **Herman Spivey,** president lumber company, vice president (4%); **Frank Howard,** insurance agent, secretary (2.8%); **I. D. Byars,** radio engineer, treasurer (8.4%); **Frank Martin,** express company manager (5.2%); **Joe Rader,** garment company superintendent (8.4%); plus 37 other stockholders. Filed Sept. 1.

Existing Am Stations . . .

ACTIONS BY FCC

WDOB Canton, Miss.—Madison County Bcstg. Co. granted CP increase power from 500 w to 1 kw, operating daytime only on 1370 kc. Granted Sept. 9.

WEAM Arlington, Va.—Arlington-Fairfax Bcstg. Co. granted CP change from DA-1 to DA-2, operating unl. on 1390 kc with 5 kw. Granted Sept. 9.

Existing Fm Stations . . .

ACTIONS BY FCC

WMUZ (FM) Detroit, Mich.—Michigan Music Co. granted change of antenna from 200 ft. to 380 ft. Granted Sept. 9.

WOL-FM Washington, D. C.—Washington Bcstg. Co. granted change in ERP from 20 kw to 10 kw. Granted Sept. 9.

WWON-FM Woonsocket, R. I. — Woonsocket Bcstg. Co. granted CP to change frequency to ch. 292 (106.3 mc); ERP 390 w, antenna 215 ft. Granted Sept. 10, announced Sept. 14.

KFML (FM) Golden, Colo.—Evert A. Bancker Jr. granted mod. of CP change type antenna and overall height to 64 ft.; ch. 253 (98.5 mc), ERP 2.25 kw, antenna height above average terrain 580 ft. Granted Sept. 10, announced Sept. 14.

STATIONS DELETED

WRRH (FM) Poughkeepsie, N. Y.—Northeast Radio Corp. granted request to cancel license and delete fm station. Deleted Sept. 10, announced Sept. 14.

KOZY (FM) Rapid City, S. D.—Black Hills Bcstg. Co. granted request to cancel license and delete fm station. Deleted Sept. 10, announced Sept. 14.

Ownership Changes . . .

ACTIONS BY FCC

WTAN Clearwater, Fla. — Clearwater Radio Bcstrs. Inc. granted voluntary assignment of license to WTAN Inc. for $106,000. Principals include President **William G. Wells** (55%), 80% owner WMOA Marietta, Ohio, and ⅓ owner WNCO Waterbury, Conn.; Vice President **H. D. Parker** (25%), general manager and 11% stockholder WTAN, and Secretary-Treasurer **Mary B. Wells** (20%). Granted Sept. 15.

WDBF Delray Beach, Fla.—Delray Bcstg. Corp. granted voluntary transfer of control through sale of all stock for $60,000 to WSRS Inc., operator of WSRS-AM-FM Cleveland Heights, Ohio. Principals include President-Treasurer **Samuel R. Sague** (90%); Vice President **Betty W. Sague,** and Secretary **George P. Buckford** (10%). Granted Sept. 15.

KEYD-AM-TV Minneapolis, Minn. — Family Bcstg. Corp. granted voluntary transfer of control to Minneapolis Tower Co. through sale of 30,000 shares of stock for $300,000. Principals include Chairman of Board **William M. Baker;** President **Leslie Park;** Secretary **A. S. Trux;** Treasurer **James J. Murphy,** and **Baker Properties Inc.** (75.13%). There are more than 20 other stockholders holding less than 3%. Granted Sept. 15.

WTIM Taylerville, Ill.—Russell Armentrout & Roger L. Moyer d/b as Moyer Bcstg. Co., granted voluntary transfer to Roger L. Moyer and Keith Moyer d/b as Moyer Bcstg. Co. thru sale of ½ interest for $25,000. Principals include **Roger L. Moyer** (75%), and his brother **Keith Moyer** (25%), manager of WTIM. Granted Sept. 15.

WRNY-AM-FM Rochester, N. Y. — Rochester Bcstg. Co. granted transfer of control to David A. Kyle and 6 others through sale of all stock for $10,000 and assumption of mortgage for $80,000. Principals include President **David A. Kyle** (15%); Vice President **Harriet M. Kyle** (18%); Treasurer **Dr. Donald A. Corgill** (25.5%), and **Esther Kaufman** (12.5%). Principals are associated in ownership of WABY Albany, N. Y. Granted Sept. 15.

WNNC Newton, N. C.—John C. Greene Jr. & R. H. Whiteside d/b as Southern Radiocasting Co. granted voluntary assignment to Newton-Conover Bcstg. Co. for $7,500. Principals include President **Earl Reid Holder** (59%), former ⅓ owner WNNC and 20% owner WLON Lincolnton, N. C., and Secretary-Treasurer **Robert M. Dellinger** (39%), department store manager. Granted Sept. 15.

WCDT Winchester, Tenn.—Arthur D. Smith Jr. granted voluntary assignment of license to Royce E. Richards, Ernest F. Richards Sr., Ernest F. Richards Jr. d/b as Franklin County Bcstg. Co. for $40,000 plus assumption of approximately $5,790 in liabilities. Principals include President **Royce E. Richards** (⅓), secretary-treasurer-20% owner WMMT McMinnville, Tenn.; **Ernest F. Richards Sr.** (⅓), dentist, and **Ernest F. Richards Jr.** (⅓), WMMT program director-announcer. Granted Sept. 15.

WFOX Milwaukee, Wis.—Wisconsin Bcstg. System Inc. granted voluntary assignment of license to Business Management Inc. for $100,000. Principals include Pres.-Treas. **Joseph A. Clark** (100%), dairy and food products; Sec. **Chas. L. Goldberg,** attorney, and Vice Pres. **Edward Stillman,** accountant. Granted Sept. 15.

KMO-TV Tacoma, Wash.—KMO Inc. granted assignment of permit to J. Elroy McCaw for $300,000. Granted Sept. 15.

APPLICATIONS

KRIZ Phoenix, Ariz.—Seeks voluntary assignment of license to Melody Shops Inc., wholly-owned corporation of Howard M. Loeb, 100% owner of station. Filed Sept. 10.

WOWL Florence, Ala.—Richard B. Biddle, president and general manager, seeks voluntary acquisition of control through purchase of stock owned by Jack D. Hollis for $1,500. This gives Mr. Biddle ownership of 105 shares of 200 shares outstanding. Davis Stokes seeks to relinquish 20 shares of WOWL stock of which 10 are to go to O. B. Miley, who now owns 20 sh., for a new Buick automobile. Mr. Stokes' other 10 sh. are to be assigned to John C. Martin, new shareholder. Filed Aug. 31.

WEEK-AM-TV Peoria, Ill.—Seeks voluntary assignment of license from West Central Bcstg. Co., co-partnership, to the All-Oklahoma Bcstg. Co., Oklahoma corporation. No change in ownership. Filed Sept. 10.

KBTN Neosho, Mo.—Seeks voluntary assignment of license to John V. Turner, 50% stockholder in the station, tr/as Ozarks Playground Bcstrs. Lawrence Neumeier, 50% stockholder, sells his interest to Mr. Turner for $12,000. Filed Sept. 10.

Hearing Cases . . .

ACTIONS BY FCC

Fm Allocations—Commission made final rule making in Docket 11116 and amended its revised tentative allocation plan for Class B fm stations to delete ch. 284 from Louisville, Ky., and assign channel to Jasper, Ind., effective immediately. Action Sept. 9.

WOPA Oak Park, Ill.—Village Bcstg. Co. Designated for hearing application to move transmitter site to Chicago. Action Sept. 9.

Salina, Kan.—Salina Bcstg. Co. Designated for hearing application for new am station on 1310 kc, 500 w daytime; made KFSB Joplin, Mo., and KFH Wichita parties to proceeding. Action Sept. 9.

KUNO Corpus Christi, Tex.—KUNO Inc. Designated for hearing application to increase height of am tower and add top-loading thereto; made KULP El Campo, KLUF Galveston and KNAL Victoria, Tex., parties to proceeding. Action Sept. 9.

Routine Roundup . . .

September 10 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

Actions on Sept. 8

By Comr. E. M. Webster

Chief Broadcast Bureau—Granted petition for an extension of time to Sept. 14, to file pleading in response to petition for rehearing filed by Columbia Empire Telecasters Inc., Portland, Ore. (Docket 10246 et al.).

Chief Broadcast Bureau—Granted petition for extension of time to Sept. 20, to file answer to motion to strike exceptions of Chief Broadcast Bureau filed by International Bcstg. Corp. in ch. 3 proceeding, Shreveport, La. (Docket 10476-77).

Portland, Ore., North Pacific Television Inc.—Granted petition for an extension of time to Sept. 17, to file reply to exceptions to the initial decision in ch. 8 proceeding, Portland, Ore. (Docket 9138 et al.).

Chief Broadcast Bureau—Granted petition for an extension of time to Sept. 13 to pleading filed by Akron Bcstg. Corp. (WCUE) on Aug. 27, in opposition to Chief Broadcast Bureau's Petition to delete the issues in said proceeding and to remove intervenor, Summit Radio Corp., as party (Docket 10851; BP-8478).

By Hearing Examiner Herbert Sharfman

Upon oral request of Zenith Radio Corp. and without objection by the other parties in Dockets 8917 et al., ordered that the hearing conference scheduled for Sept. 8 be continued to Sept. 13, 1954, at 5:05 p.m. (Chicago ch. 2 proceeding).

By Hearing Examiner William G. Butts

Paducah, Ky., Columbia Amusement Co, Inc.—Granted motion for continuance of hearing in ch. 6 proceeding from Sept. 9, to Sept. 29, 1954 (Docket 10875 et al.).

Action of Sept. 7

By Hearing Examiner Fanney N. Litvin

Ordered that the conference held on Aug. 30 re application of Western Bcstg. Co. Inc. (KIFN Phoenix, Ariz.) be continued to Sept. 21 and the hearing continued to Oct. 18, 1954 (Docket 10914; BMP-6194).

By Hearing Examiner Charles J. Frederick

Hastings, Neb., The Seaton Pub. Co.—Granted motion for continuance of hearing in proceeding for ch. 5 from Sept. 8 to Sept. 22, 1954 (Docket 10965).

September 14 Decisions

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of Sept. 10

Remote Control

The following stations were granted authority to operate transmitters by remote control: WSSB Durham, N. C.; WWOK Atlanta, Ga.; KRTV Hillsboro, Ore.

License to Cover CP

WMT-TV Cedar Rapids, Iowa, American Bcstg. Stations Inc.—Granted license for tv station (BLCT-188).

KRON-TV (Main) San Francisco, Calif., The Chronicle Pub. Co.—Granted license covering changes in facilities of tv station and to correct geographical coordinates (BLCT-184).

KPRC-TV Houston, Tex., The Houston Post Co.—Granted license covering changes in facilities of tv station (BLCT-187).

WFIL-TV Philadelphia, Pa., Triangle Publications Inc. (The Philadelphia Inquirer Division)—Granted license covering changes in facilities of tv station and to specify studio location (BLCT-186).

Modification of CP

WLFA Lafayette, Ga., Radio Dixie—Granted mod. of CP to change type transmitter and studio location (BMP-6630).

The following were granted mod. of CPs for extension of completion dates as shown: WSLI-TV Jackson, Miss., to 3-22-55; WDAN-TV Danville, Ill., to 3-10-55; WHYN-TV Springfield, Mass., to 2-28-55; KOPR-TV Butte, Mont., to 3-15-55; KOLN-TV Lincoln, Neb., to 3-24-55; KABC-TV (Main antenna and transmitter) Los Angeles, Calif., to 4-10-55; KQED (TV) Berkeley, Calif., to 3-22-55.

(Continued on page 115)

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SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Sales manager—5 figure financial opportunity and excellent future for real producer. Salary, liberal commission and travel expenses. Box 88E, B•T.

Manager, Pacific northwest, small market; opportunity buy interest. Box 656E, B•T.

Salesmen

Florida: Salesman. Fulltime independent. Fine opportunity for energetic worker. Box 655E, B•T.

Established network station needs commercial man for expanded sales program. Good town. Money making station. Apply by letter only, giving biographical sketch, experience and reference. Box 660E, B•T.

Major Pacific northwest radio station looking for high calibre retail salesman. Write full details of experience, etc., to Box 689E, B•T. Replies confidential.

Great opportunity with rapidly expanding company, selling to stations. Experience in sales and production a must, some technical desirable. Salary commensurate with man and experience. Write Box 692E, B•T.

Salesman, Pontiac, Michigan, new 500 w fulltime. Prefer man familiar with Detroit-Pontiac market or Michigan area. Salary plus commission. Must have experience and good sales record. Excellent potential for outstanding income for right man. Letter only. Please send recent photo, references and background first letter. Strictly confidential. Send application to O. W. Myers, WABJ, Adrian, Michigan.

Boston market—good music station. Going fulltime am-fm. Excellent draw against 15% and bonuses. WCRB, Waltham, Mass.

Wanted: Salesman. Salary plus commission. Fine opportunity. WJTN, Jamestown, New York.

Wanted: Experienced salesman for new daytimer in top market. Must be experienced, sober and reliable. Excellent proposition for hard working family man that wants to work and live in fine city. Contact John C. Greene, Radio Station WSRC, Durham, North Carolina.

Announcers

1st combo, salesmen and announcers. Indiana. Box 458E, B•T.

Radio announcer for NBC affiliate in southwest. Prefer married man with some experience. Write giving qualifications, references and salary expected. Box 577E, B•T.

Florida: Staff announcer-DJ who can specialize as hillbilly DJ. Chance to sell on your show. Send tape and resume. Box 623E, B•T.

We are one of the quality stations in the midwest. We are looking for a top staff announcer who can offer the following in return for excellent salary and working conditions: Commercials, news and mature disc jockey presentation. Furnish resume, tape and picture. Box 659E, B•T.

Steady announcer with control board experience. Strong on news and music. Established Michigan net-affiliate. Box 664E, B•T.

DJ, strong on rhythm in blues and selling own program. Established program and station. New York State. Box 678E, B•T.

The man we are looking for is better than the average disc jockey, now working in a small market. He is original in thought, has new ideas, looking for larger market with unlimited opportunities. He has at least five years experience as a disc jockey, and wants to work in a metropolitan southeastern market. Send photo, tape or disc, complete resume and references first letter to Box 702E, B•T.

Help Wanted—(Cont'd)

Need immediately thoroughly experienced announcer capable gathering local news and some sales ability. Furnish reference. Sixty dollars for announcing, plus sales guarantee. Randall McCarrell, KBHS, Hot Springs, Ark.

Announcer with first phone. Prefer bachelor, recent school graduate. Live at station, pleasant conditions. Send photo, tape, resume. KGEM, Boise, Idaho.

An experienced hillbilly disc jockey with a line for listenable chatter. Salary open. WBUY, Lexington, N. C. Soon 5C00 watts independent. Send tape c/o Wally Mack.

Announcer-engineer, concert music station. Experienced man with first phone; must know classical music and pronounce foreign terms. Full or part time. WCRB, Waltham 54, Mass.

Staff announcer, commercial experience, for top CBS station in market. AFTRA, five-day, 40 hour week. Scale plus talent and overtime. Send tape, letter with background and references and recent photo to E. R. Higgins, WDNC, Durham, North Carolina.

Experienced announcer with restricted license. Send full information first letter. WLPM, Suffolk, Virginia.

Top morning man for 5 kw regional, in west Michigan. Send tape, resume and minimum salary to John Hunter, WKNK, Muskegon, Michigan. All replies answered, tapes will be returned.

Adult announcer to step into shoes of top personality moving into St. Louis market. Production ability, creative talent, informal approach essential. Strictly professional operation. Send full details, audition to Ray Cheney, WMIX, Mt. Vernon, Illinois.

Immediate opening: Announcer with experience. Permanent position for reliable person. State background, salary requirement, first letter. WMLT, Dublin, Georgia.

Combination announcer-engineer needed by Florida newspaper-owned station. Must have 1st class ticket, however announcing ability most important. Submit background, tapes and minimum acceptable salary to Jerry Stone, WNDB, Daytona Beach, Florida.

Expanding organization, makes opportunity for combination announcer-engineer (first phone) to join growing 5 kw regional in west Michigan. Send tape and resume to John Hunter, WKNK, Muskegon, Michigan.

If you're a good announcer, we need you. You must be experienced, you must know how to sell on the air. Competitive Washington, D. C., market. Salary plus talent. Send tape with first letter, WPIK, Virginia Theatre Building, Alexandria, Virginia.

Wanted—announcer with 1st class ticket. Excellent working conditions, new station, near lake. Good pay for good man. Phone collect, WPKO, Waverly, Ohio.

Chicago area independent needs immediately personality DJ for split-trick. Capable of handling phone gimmick and have teen-ager appeal. Heavy promotion campaign will be placed behind right man. Photo, tape, resume to Todd Branson, WWCA, Hotel Gary, Gary, Indiana. No phone calls please.

Technical

Wanted, chief engineer and announcer, 1000 watt Gates equipped, daytime station. Remote control operated. Must be qualified to maintain equipment. Good salary and bright future for right man who wants to settle down. Apply KJIM, Box 2673 Beaumont, Texas.

Assistant chief engineer . . . advancement to chief in near future. Responsible position for a responsible, capable engineer. Send resume of experience and references to John L. Hunter, WKNK, 5 kw regional, Muskegon, Michigan.

Help Wanted—(Cont'd)

Chief engineer wanted for am-tv operation. Should have experience with RCA TTU-1B transmitter and other am-tv background. Good salary, much responsibility, and excellent chance for advancement. Write or wire WKNY-TV Kingston, New York.

Production-Programming, Others

Newsman, some experience, radio or newspaper. Eastern station, strong on local coverage, no announcing. Box 661E, B•T.

Livewire program director wanted for NBC affiliate in northwest. Good market, station paying better than average salary. Send tape, experience, photo to Box 681E, B•T.

Newscaster-sportscaster. Experienced in gathering, writing local news. Minimum $70; more if qualified. Prefer hoosier or midwesterner. Box 709E, B•T.

Woman copywriter, small station in chain of stations, recent graduate journalism acceptable. Send complete resume. Manager, KDKD, Clinton, Missouri.

News director, experienced, local news ability, permanent—also commercial manager. KSIB, Creston, Iowa.

News editor—local news emphasis . . . air ability . . . occasional board work . . . resume, tape to WMNE, Menomonie, Wisconsin.

Television

Help Wanted

Announcer

Wanted experienced television salesman who knows creative selling. Prefer young aggressive man with ideas. Upstate New York. Send complete details to Box 522E, B•T.

Michigan tv station needs immediately, one newscaster and one general announcer, latter preferably with farm, weather and hunting-fishing background, but will consider all. Applicants with Michigan background preferred. Box 611E, B•T.

Technical

Opening for experienced, first class, tv transmitter, operating and maintenance engineer—vhf station. Address Box 710E, B•T.

Midwest 100,000 watt pioneer tv station wants experienced engineer with first phone. Up to $350 per month to start depending on experience. Wage contract with graduated increases. Send photo—employment history—references. Box 713E, B•T.

Situations Wanted

Managerial

General manager—over 20 years experience. Familiar all phases radio-uhf tv. Excellent references. Box 606E, B•T.

Controller-business manager, 20 years experience 5000 watt West Coast indie grossing million yearly, desires position offering greater responsibilities—opportunities. Age 42, married, 2 children. Box 677E, B•T.

Capable manager with first class license, experience, programming, promotions, sales, etc. Formerly with LBS, now, manager of 500 watt station. Will consider any position in mid-south or south, preferably Texas. Box 684E, B•T.

Experienced in sales management, programming, etc., put to work for you. Will prove profitable. Explore the possibilities of this extremely capable radio executive. Contact Box 704E, B•T.

Stranded . . . listened to man who didn't keep his word. PD, traffic, commercial manager, small station manager, first phone, pianist, organist. 45, three children. Need work now. No money to move. Need $80.00 week to support family. Box 706E, B•T.

Salesmen

Am-tv salesman; 15 years selling major advertising agencies and their clients New York City. Prior to radio, space salesman, 6 years on two leading national magazines. Know markets, merchandising. Have built successful sales presentations. My thorough knowledge of radio and tv production builds faster sales. Will relocate for permanent set-up or travel. Salary plus commission preferred. Mature, married, college graduate. Box 693E, B•T.

Announcers

Negro announcer-DJ. Tape, references. Trained voice. Mr. Rhythm Blues. Box 532E, B•T.

Situations Wanted—(Cont'd)

Announcer, combo, newscaster, DJ, can write good copy. Available immediately. Box 563E, B•T.

Announcer, 29—8 years experience, two as program director with extensive writing background and limited sales experience wishes to locate with sound and progressive station. College grad. —family man. Box 665E, B•T.

Girl Folk artist, 10 years radio-tv and MC experience, desires record show. Plenty of patter for selling. Special effects for kiddie appeal. Tape and picture on request. Box 666E, B•T.

All-round announcer. Nice delivery. Desire 5 kw or larger, east coast. $85.00 minimum. Tape available. Box 667E, B•T.

Sportscaster: $2\frac{1}{2}$ seasons play-by-play with major league baseball, top college and pro football-basketball, national hockey. Top calibre man wants good spot in midwest or east. Tapes, information on request. Box 668E, B•T.

Announcer, experienced, radio-tv; NBC trained; Columbia graduate; married. Box 672E, B•T.

Newscaster-announcer-versatile. Years of experience. Box 673E, B•T.

Announcer and/or program director. Eight years experience. Damnyankee with adult voice in major southern market wants to return north. Box 682E, B•T.

Announcer-engineer, 1st phone. Thorough, top network affiliate experience. 30 months. Married. Excellent newscaster, board, pop-western DJ. Box 683E, B•T.

Announcer-salesman. Good staff man, can cover news beat, work board, 1st phone. 5 years retail sales management. College and Midwest Broadcasting School grad. Reliable, ambitious, family man, 30. Box 687E, B•T.

No beginner. Seven years experience major conference basketball—all sports. Can combine as PD or sales promotion. Top references. Box 695E, B•T.

Ambitious negro announcer, deejay, idea man. Board operator. Likeable style. Selling quality. References. Revealing tape. Box 698E, B•T.

Announcer-sportscaster, heavy news, smooth commercials, good deejay, station asset tho light experience, reliable, veteran, college, tape and rsume. Box 699E, B•T.

Staff announcer-clever deejay, strong news, smooth commercials. Some experience. Veteran, single, travel, tape, resume. Box 700E, B•T.

Authoritative news, selling commercials, appealing deejay, some experience, veteran, single, will travel. Box 701E, B•T.

Announcer-newscaster. Eight years radio-news experience. College graduate. Mature; capable. Box 707E, B•T.

"Sherwin Twins" (male) available for radio-television. Read lines, play musical instruments and MC. Box 711E, B•T.

DJ, news, announcer. Formerly fm. Veteran, 26, single—will travel. Tape, disc, resume on request. Box 715E, B•T.

Night personality DJ—nothing cute or zany—but good sound ad-lib that sells. Presently staff announcer 18 months indies experience—third ticket—tape, resume. Box 718E, B•T.

Experienced staffman. Newsman, DJ, Good voice. First phone. Negro. Box 719E, B•T.

Versatile announcer with the experience that will sell for you. Best references. Box 720E, B•T.

Announcer seeking established station, southwest. Available now. Permanent. Bill Borom, 703 S. Vernon, Dallas, Texas. WI 1613.

Staff announcer—light experience—strong potential seeks permanent connection. Positive news, good commercials, sports interest, listener appeal, 24, exempt, single, travel, tape. Bill Carson, 211-10 99th Street, Queens Village, New York.

Recent radio school graduate. Anxious for start. Excellent on news, good strong commercials. Operate control board. Third class ticket. Willing to sell, write local news. Prefer coastal location. Tom R. Crawford, Jr., 7410 Wyoming, Kansas City, Missouri.

Situations Wanted—(Cont'd)

Music, news, 26, experienced. Operate board. Tape available; travel. Dee Ford, 1954 East 29 Street, Brooklyn, New York.

Top sportscaster available immediately. Football, basketball, baseball, 4 years experience. Resume—tape upon request. Hal Harris, 450 Grand Street, New York 2, N. Y.

Staff announcer, strong news, commercials. Good DJ. Mr. Leonard Lyons, 2531 Ocean Parkway, Brooklyn 35, New York.

Announcer, veteran, married, strong on news, good commercials, DJ personality. Seeks permanent, will travel, tapes furnished on request. John Mulderring, 407 Woodbine Street, Brooklyn, New York. Phone HE 3-8549.

Hurry! This is it! Your chance to add an ambitious young all-around announcer to your staff. What I lack in experience, I make up for in hustle! Travel-tape. Dan Richards, c/o Staiti, 180 Grace Church Street, Port Chester, N. Y.

17 year old high school graduate wishes to become announcer — no experience — willing to travel. Write Jim Roggentine, Box 312, Lisle, Illinois.

Announcer — mature, some experience, news trained, smooth commercial style. Handle tape, control board, station staff. Dependable, available, references, tape. James Stumpf, 323 Vernon Avenue, Brooklyn, New York.

Feel radio is here to stay! Looking for good operation with opportunities. Conscientious. Four years commercial experience plus college radio. Mid-Atlantic or New England preferred. Can produce. P.O. Box 198, Lebanon, Pa.

Announcer: Experienced; good voice, commercial and news delivery. Ad-lib ability. 2518 Valley Vista Road, Louisville, Ky.

Versatile announcer, deejay, with ambition, ability and initiative. 3 years excellent news and commercial delivery, thorough knowledge of music, top references, seeks permanent position with progressive station. Proven ability to build and hold audience. Married—tape and resume. Box 1488, Grand Central Station, New York City, N. Y.

Situations Wanted—(Cont'd)

Technical

Engineer—1st phone. Limited experience 5 kw. RCA graduate. Desires responsible position am-fm-tv with future. Box 662E, B•T.

Highly skilled New York City key station engineer with six years network experience in editing tape and doing musical, dramatic, studio, theatre and remote shows, desires to relocate in the northeast. Box 663E, B•T.

Engineer: First phone. Five years experience. Available immediately. Box 669E, B•T.

Chief engineer over 5 years broadcast experience including construction. Some announcing. Box 686E, B•T.

Versatile engineer: Anxious to return and settle in southeast. Good practical type training. Fine record of adaptability, responsibility and frequent advancement. Experience includes: Navy —some tv—2 years recording—$5\frac{1}{2}$ years varied am, including 3 years chief. Please send your requirements, or request complete resume. Box 688E, B•T.

Have good straight engineer with 1st class license available for employment. Married, 40, has car, 7 years commercial radio experience. Can announce in emergency. Interested in position, Maryland, Virginia, Pennsylvania or West Virginia. Leaving us because of switch to combo operation. Recommend him highly. Contact C. Leslie Goliday, WEPM, Martinsburg, W. Va.

Engineer, available at once for am, fm or tv broadcasting. 15 years experience in broadcasting and manufacturing. J. Benois, A-28 Riverview Manor, Riverside, New Jersey.

Engineer—desires permanent location, technical work, central midwest. Five years experience both am-fm. Age 24. All inquiries answered. Clarence Franklin, 4732 Meredith Ave., Omaha, Nebraska.

Studio technician—Television Workshop graduate. Experienced all technical phases. Go anywhere; salary unimportant; right opportunity. Warren Starr, 152 E. 94th Street, New York City, N. Y.

1st phone telegraph radar endorsement. 13 years shipboard communications, also well trained music instrumentalist. Family man, 35. New York vicinity. $85 minimum. N. Zag, 1421 East 5th Street, Brooklyn 30, N. Y. DE 9-5357.

OPPORTUNITY AT RCA . . . FOR BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters.

Can you qualify? You need: 2-3 years' experience in broadcast equipment, including work on TV transmitter installation. You should have: EE degree or good technical schooling, 1st Class Radio-Telephone License.

ENJOY RCA ADVANTAGES:

- *Top Salaries*
- *Many Liberal Company-Paid Benefits*
- *Relocation Assistance*

For personal interview, please send a complete resume of your education and experience to:

Employment Manager, Dept. Y-670
RCA Service Company, Inc., Camden 2, N.J.

RCA Tmks. ®

RCA SERVICE COMPANY, INC.
CAMDEN 2, N. J.

Situations Wanted—(Cont'd)

Production-Programming, Others

Continuity writer. Ten years radio. Experienced all phases station routine 250 w to 50 kw, including four years top rated DJ show. 34, single, college. Excellent recommendations. Presently continuity director Ohio kilowatt. Available two weeks. Box 542E, B•T.

Am tv program director plus sales. Created, produced and sold network and local programs, N. Y. C. Two years advertising agency, four with NBC Transcription sales. Have operated both RCA and DuMont tv cameras as well as 16mm and 35mm mp camera. 19 years in advertising profession. Excellent agency contacts. Will locate outside New York City. Fully qualified handle film sales on road and in New York. Married (one son), B.A. degree, mature, veteran. Box 694E, B•T.

Continuity director . . . radio-tv. Married . . . travel . . . details. P. O. Box 1616, Ponca City, Oklahoma.

Television

Situations Wanted

Announcers

Want southern California or N. Y. State area. On this job 4 years. Want tv. Must have $100.00 to start. Not hot shot! Married, car and references. Am program director—deejay! Work is first, wife is second. Try me! Box 697E, B•T.

Technical

Tv studio engineer, 1st phone, married, currently employed in uhf. 7 months construction, maintenance, operation. 1 year radio studio, 1 year transmitter. Desires to relocate to West Coast. Box 658E, B•T.

Engineer, 10 years experience installations-maintenance-operation. Desires permanent position with progressive vhf-tv station. Capable supervisor. Box 691E, B•T.

FREE
PERSONNEL SERVICE

The big problem in television today is competent people. Here we believe we can help you, as we have many station managers. From our school we supply qualified assistants who have a fundamental background so they blend into any TV operation. Call us for any of the following:

- Announcers
- Writers
- Camera Assistants
- Boom Operators
- Floor Directors
- Copywriters
- Film Editors
- Salesmen

Remember, our service is FREE. We are **not** an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

Situations Wanted—(Cont'd)

Six years experience in television broadcasting. Last three years as chief supervisor of control room operation. Want chief engineer or other responsible position in new station. Now employed. Box 714E, B•T.

Production-Programming, Others

Television producer-director. Four years experience all phases television including engineering. Diversified background, sales promotion, teaching. Seeks position with progressive vhf tv station or agency. Family man, available immediately. Inquiries answered promptly. Box 589E, B•T.

TV producer-director—major market experience, competent, creative, commercial. Box 598E, B•T.

Film editor, year experience, single, vet. Have good photographic background. West Coast preferred but will relocate anywhere. Box 600E, B•T.

Producer-director, currently employed, desires similar position. Experienced all phases television production and announcing. Young, single and ambitious. Present employers best references. Box 657E, B•T.

News director, young, experienced radio-television-film: currently employed by large station: excellent references; have developed original and profitable news-program ideas. All details on request. Box 680E, B•T.

Film editor, experienced at shooting and printing film strips, storyboard, all types of graphics. 5 years editing film for network and producing graphics as tv producer, Office of Naval Research. B.S. Degree, leading University. 29, married. Present technical liaison, Signal Corps. Desire return to private business. Box 685E, B•T.

For Sale

Stations

For sale: 1 kw network station, good western market. $70,000. Terms. Box 674E, B•T.

$30,000 down to handle 1000 watt single station midwest independent. A dream for single or partnership operation. I earned $30,000 last twelve months as single operator. Even greater potential with more competent salesmen. Box 716E, B•T.

Fulltime in Carolina two-station market over 75,000 population (home county). Original cost physical plant alone, $90,000. Price $115,000. Paul H. Chapman, 84 Peachtree, Atlanta, Georgia.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange. Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower In storage, never erected. Box 964D, B•T.

For Sale. 560 ft. 3⅛" Andrew 452 line. 4, 3⅛" 90° bends, 3, 1⅝" to 3⅛" reducers, 1, 3⅛" end seal 8. 3⅛" support hangers. Make offer. Box 389E, B•T.

RCA TF 5A tv antenna for channels 4, 5 and 6. Like new. Available at almost half cost, boxed ready for delivery. Write Box 533E, B•T.

One kw, Raytheon transmitter, four years old. Excellent condition—tuned for 960 kc. Available immediately. Make offer. Michigan. Box 607E, B•T.

375 foot Wincharger tower ready. Good paint. $5,700 new, $2,750. WDIA, Memphis, Tenn.

Two Collins type 213-A transcription turntables with instruction books, still in original cases, $575.00 F.O.B. Also, two way radio, base station, 3 mobile units, 60 ft. tower, time clock, antenna, RG8 U-cable lead in. All in A-1 condition, $1550.00. Write Jess Tepner, Jess Tepner Chevrolet Co., Creighton, Neb.

Wanted to Buy

Stations

Wanted: Western radio station that can pay off balance from profits after down payment. Box 671E, B•T.

Wanted to Buy—(Cont'd.)

Successful manager desires radio station in substantial market. $20,000 to $30,000 whole or majority interest. Confidential. Box 703E, B•T.

Can pay all cash for radio or television station. Northeast or Florida preferred but will consider any location. Immediate. Box 705E, B•T.

Equipment Etc.

Low power fm transmitter and associated equipment. Advise lowest cash price and full particulars. Box 637E, B•T.

250 watt am transmitter with monitors, limiting amplifiers and two insulated guyed towers, one 200 feet and the other 300 feet with lights. Also 160 feet Andrew type 452 3⅛ inch transmission line. Box 613E, B•T.

Wanted used broadcasting transmitter, 1000 watts or less. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

Wanted, good used broadcast turntables, with or without arms, any make. WLAS, Jacksonville, N. C.

Studio transmitter link with transmitter and receiver for am. Please state condition, frequency and asking price. Contact WMPM, Smithfield, North Carolina.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Managerial

SALES EXECUTIVE

WE WANT TOP-FLIGHT EXECUTIVE WORTH AT LEAST $12,000 TO $15,000 PER YEAR TO MANAGE SALES DEPT. MIDWEST RADIO-TELEVISION OPERATION. Must have outstanding administrative ability and be thoroughly experienced in sales. We are a pre-freeze-network-VHF-100,000 watt-first-50-market station-radio 20 years. Include photo and detailed record of your experience in application.

Box 511E, B•T

GENERAL MANAGER

FOR FULLTIME UPPER MIDWEST THOUSAND WATT STATION

We want a man with successful sales background who can organize sales campaigns and follow through. Only station in 20,000 town with excellent industry, agricultural territory and retail outlets. Prefer family-man who will be capable of assuming place in Civic and Social life of community. Owners want a take-charge manager, and in addition to substantial salary, will offer an attractive profit-sharing plan with an opportunity to acquire an interest in the station. Here is an opportunity for a man of proved sales and managerial ability. Send letter immediately with complete background and experience, including business and character references and photograph. Telephone immediately Mr. H. W. Stadler, 323 Hawthorne Place, phone 1004-J, Keokuk, Iowa, to arrange personal interview.

Help Wanted—(Cont'd)

SALES MANAGER
MICHIGAN STATION

An excellent opportunity for a man with top sales and management ability. Not a desk job. Excellent market . . . growing. $7,000-$10,000.

Box 690E, B•T.

Salesman

RADIO
TIME SALESMAN
with
Sales & Station
MANAGER POTENTIAL
Needed by
WRUN — Utica, N. Y.
Money & Opportunity Good

Announcers

VIRGIN ISLAND STATION
NEEDS EXPERIENCED ANNOUNCER

If you are looking for a veritable "paradise" in which to live and work we have an immediate opening for a thoroughly experienced announcer. Send complete details first letter to Bill Greer, General Manager, Radio Station WSTA, St. Thomas, Virgin Islands.

Technical

Communication Operations Superintendent

South American subsidary of large U. S. industrial corporation is seeking a high calibre man, experienced in supervising operation and maintenance of extensive H.F. and V.H.F. radio systems; also automatic exchange telephone systems. College degree and ability to speak Spanish desirable but not essential. Submit resume, availability and salary required.

Box 675E, B•T

Situations Wanted

Managerial

Money

Is what I'll make for you. General Manager, station in Top 30 Markets doubled gross in two years. Outstanding in Sales, Promotion, Administration. Young, aggressive, excellent background. Presently employed. Qualified as General Manager, or Commercial Manager, large station.

Box 712E, B•T

EXPERIENCED BROADCASTER

Native Northwesterner, experienced PD, traffic, commercial manager, small station manager, pianist, organist . . . need work immediately. Have first phone. 45, three children, stranded at 424 Rio Grande, Raton, New Mexico. No funds to move. Need $80.00 weekly to support family. H. Dean Rhodes, 424 Rio Grande, Raton, N. M.

Situations Wanted—(Cont'd)

Announcers

COMMERCIAL DISC JOCKEY

Professional, young personable, native NORTHERN CALIFORNIAN currently employed in television and radio staff work at one of the South's most powerful and respected radio and television stations wants to go NORTH. I AM NOT HUMOROUS; I'M NOT FUNNY ON THE AIR. INSTEAD use an easy-going, warm, smooth style that SELLS-SELLS. Reason for wanting change will be more readily apparent to those of you to whom this letter is directed, than to others. I'm not going to give out with any line about wanting opportunity and listing money as secondary either, gentlemen. I WANT BOTH. Like yourselves, I am a business man, and in that respect, I believe we can serve each other equally well. Full particulars upon request.

BOX 676E, B•T

DJ HILLBILLY MC

Mail over 3000 for August. Six years experience. Veteran. Married (no children). All inquiries answered. Air check and brochure by request.

Box 679E, B•T.

Production Programming, Others

NEWSCASTER

NEWSCASTING that's colorful, warm, authoritative, distinctively different, plus enterprising news-sense hold highest ratings & A-1 sponsors at 5 kw Midwest net where I'm employed. Long, thorough experience. Highly competent all phases broadcast news, special events. Mature; B.S.; former newspaperman; award winner; good appearance. SDX & RTNDA. Want major market, radio or TV, where my ability & work investment can produce greater returns.

Box 646E, B•T.

Television

Situations Wanted

Production-Programming, Others

HANDWRITING ANALYST

Mature woman, radio and Tv experience, available for low-budget program to encourage listener response. Adaptable either to radio or Tv. Program appeals to men and women; all types, all ages.

Box 670E, B•T.

Situations Wanted (Cont'd)

Continuity Director
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Commercial Production Manager

Large & small station radio-Tv experience. Supervised & handled copy, clients, campaigns, cameras. Successful record. Top references include previous employer. College. Desire supervisory position, larger market.

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For Sale

Equipment

FOR SALE:

8/828 Tubes — 18/811 Tubes
1/829-B Tube — 5/814 Tubes
4/8000 Tubes

THESE TUBES ARE NEW
KBUR, BURLINGTON, IOWA
ATTN: JOHN GALLINO, Chief Engineer

404 foot tower, ideal for TV, now used for FM

IDECO, triangular, non-insulated, self-supporting, perfect condition. Located in Midwest. Reasonably priced for prompt disposal. Direct inquiries to:

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RADIO—TELEVISION
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EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
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TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Radio Station and Newspaper

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Sterling 3-4341-2	Delaware 7-2755-6	Exbrook 2-5671-2

All the kids know when it's time for

TIC-TOC TOY SHOP

And are they happy about this popular kid-time show! That is . . . all but the mailman whose bag is always filled with Tic-Toc Toy Shop mail.

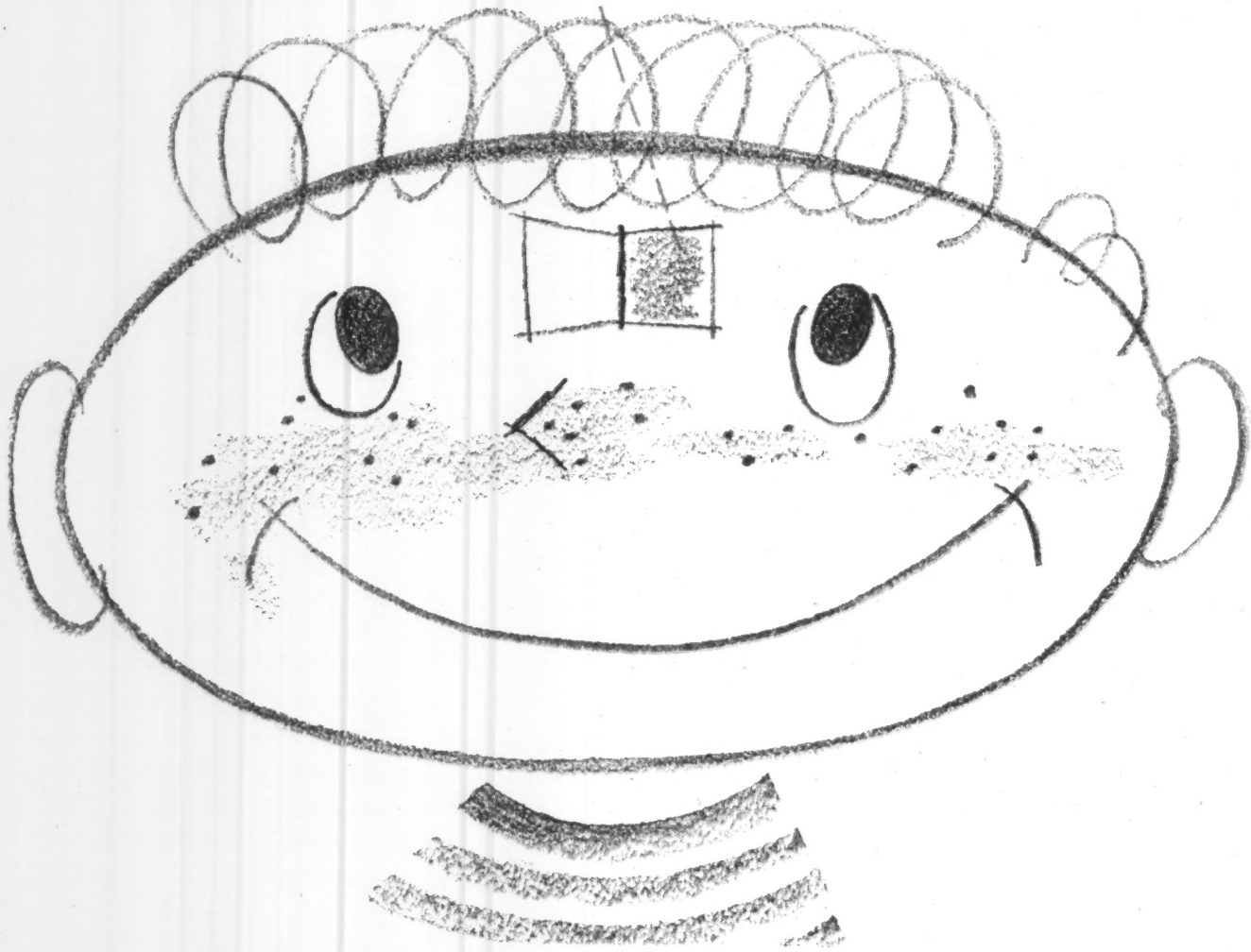
When the clock strikes 5:30 any Monday through Friday, the small fry for miles around are glued to their sets . . . the mommies are glued to their small fry and advertisers know that they're coming up with a sale that sticks. For particulars call George P. Hollingbery.

whio-tv

CBS • DUMONT

Channel 7 Dayton, Ohio

ONE OF AMERICA'S GREAT AREA STATIONS



(Continued from page 108)

Actions of Sept. 9

WOMI-FM Owensboro, Ky., Owensboro Bcstg. Co.—Granted license covering change of ERP and antenna system (BLH-995).

WJAN Goshen, Ind., Kosciusko Bcstg. Corp.—Granted mod. of CP to change transmitter and studio location; conditions (BMP-6601).

WWOK Charlotte, N. C., Queen City Bcstg. Co.—Granted mod. of CP for approval of antenna, transmitter location and change type transmitter; condition (BMP-6617).

KDUB Lubbock, Tex., Texas Telecasting Inc.—Granted mod. of CP to change transmitter location (BMP-6623).

KRTV Hillsboro, Ore., Hillsboro Bcstrs.—Granted mod. of CP to change transmitter and studio location and change name of permittee to Harold C. Singleton tr/as Tualatin Valley Bcstrs. (BMP-6612).

The following were granted mod. of CPs for extension of completion dates as shown: WAZL-FM Hazleton, Pa., to 1-14-55; WKRC-TV Cincinnati, Ohio, to 3-10-55; KNXT Los Angeles, Calif., to 4-2-55; WLDB Atlantic City, N. J., to 2-11-55; WNIA Cheektowaga, N. Y., to 3-21-55.

Actions of Sept. 8

KGKB Tyler, Tex., Lucille Ross Lansing—Granted mod. of license to change studio location (BML-1601).

The following were granted mod. of CPs for extension of completion dates as shown: KTVO Kirksville, Mo., to 4-1-55; WKZO-TV Kalamazoo, Mich., to 3-30-55; WNEL San Juan, P. R., to 10-18-54, conditions.

Actions of Sept. 7

WTHS Miami, Fla., Lindsey Hopkins Vocational School of Dade County Bd. of Public Instruction—Granted license covering change of ERP and type of transmitter of noncommercial educational fm station (BLED-155).

KTLN Denver, Colo., Radio Station KTLN Inc.—Granted license covering change in facilities, installation of new transmitter, DA for day and night use, change in hours of operation to U. and change transmitter location; 1280 kc, 5 kw, DA-2-U (BL-5304).

WEAW Evanston, Ill., North Shore Bcstg. Co. Inc.—Granted license for am broadcast station; 1330 kc, 500 w, D-DA (BL-5112).

WJDX-FM Jackson, Miss., Lamar Life Ins. Co.—Granted license covering change in studio location, antenna height above average terrain and antenna system (BLH-994).

The following were granted mod. of CPs for extension of completion dates as shown: WTAP Parkersburg, W. Va., to 4-1-55; WFTL-TV, Ft. Lauderdale, Fla., to 4-1-55; WIBW-TV Topeka, Kan., to 4-3-55; KEYT Santa Barbara, Calif., to 3-27-55; KTVA Anchorage, Alaska, to 3-29-55; WAFB-TV Baton Rouge, La., to 3-29-55; KROD-TV El Paso, Tex., to 3-30-55; KLFY-TV Lafayette, La., to 3-24-55; WNCT Greenville, N. C., to 4-1-55.

September 15 Decisions

ACTIONS BY FCC EN BANC

The following stations were granted renewal of licenses on regular basis:

WBMD Baltimore, Md.; WCAO and aux. WCAO-FM Baltimore, Md.; WHAR Clarksburg, W. Va.; WHIS Bluefield, W. Va.; WHJC Matewan, W. Va.; WBAL-TV (main and aux.) Baltimore, Md.; WMAL-TV Washington, D. C.; WNBW (TV) Washington, D. C.; KOB-TV (main and aux.) Albuquerque, N. Mex.; KPHO-TV Phoenix, Ariz.; WTOP-TV Washington, D. C.; WTVR (TV) Richmond, Va.; WBAL and aux. Baltimore, Md.; WGAY Silver Spring, Md.; WMEV Marion, Va.; WRVA and aux. Richmond, Va.; WTOP Washington, D. C.; WWVA Wheeling, W. Va.; WFAX Falls Church, Va.

Application Returned

The Commission returned application for renewal of license of WNBK (TV) Cleveland, Ohio, on ch. 4, because station now operates with STA on ch. 3 and is subject to issuance of new license upon completion of authorized construction on ch. 3.

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Comr. E. M. Webster

Wichita, Kan., The Radio Station KFH Co.; Taylor Radio & Television Corp.—Granted joint petition for an extension of time to Oct. 18, to file exceptions and request for oral argument in ch. 3 proceeding, Wichita, Kan. (Docket 10259 et al.) (Action 9/7).

Memphis, Tenn., WREC Bcstg. Service—Granted petition for an extension of time to Oct. 19, to file exceptions to the Initial Decision in ch. 3 proceeding, Memphis, Tenn. (Docket 10761 et al.) (Action 9/14).

Chief Broadcast Bureau—Granted petition for an extension of time to Sept. 29, to file exceptions to the Initial Decision in ch. 3 proceeding, Madison, Wis., involving applications of Radio Wisconsin Inc. and Badger Television Co. Inc. (Docket 8959 et al.) (Action 9/14).

Chief Broadcast Bureau—Granted petition for an extension of time to Sept. 14, to file a response to a Petition for Reconsideration and Grant Without Hearing filed on Aug. 26, 1954, by Richard Ray Cummins, Beaufort, N. C. (Docket 11095; BP-9208) (Action 9/14).

Des Moines, Iowa, Murphy Bcstg. Co.—Granted petition for an extension of time to Oct. 18, to file exceptions to the Initial Decision in ch. 8 proceeding, Des Moines, Iowa (Docket 8897, 8900) (Action 9/14).

Beaumont, Tex., Beaumont Bcstg. Corp.—Granted petition for an extension of time to Sept. 17, to file an opposition to the Petition for Rehearing filed on Sept. 3, 1954, by KTRM Inc. in ch. 6 proceeding, Beaumont, Tex. (Dockets 10286-88) (Action 9/14).

By Examiner H. Gifford Irion

WDON Wheaton, Md., Commercial Radio Equipment Co.; WGMS Washington, D. C., and Bethesda, Md., The Good Music Station Inc.—Granted petition of Commercial Radio for leave to amend its application so as to change frequency applied for from 540 kc to 1540 kc, et al., and the application, as amended, is removed from hearing docket; retained in hearing status applications of The Good Music Station Inc. (Dockets 11104-06) (Action Sept. 14).

By Examiner Hugh B. Hutchison

KTRH Houston, Tex., KTRH Bcstg. Co.—Granted petition for leave to amend its am application in order to make changes in its proposed daytime directional antenna system (Docket 8753, BP-6525) (Action Sept. 13).

TELESTATUS

September 20, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) NBC, ABC, DuM; Blair; 293,120
► WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown

Decatur†—
► WMSL-TV (23) Walker; 15,942

Dothan†—
WTVY (9) 7/2/54-12/25/54

Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 34,600
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/1/54

Munford†—
WEDM (*7) 6/2/54-Unknown

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KVAR (12) NBC, DuM; Raymer; 95,300

Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 97,300
► KPHO-TV (5) CBS, DuM; Katz; 96,713
KTVK (3) 6/10/54-Unknown

Tucson—
► KOPO-TV (13) CBS, DuM; Forjoe; 29,443
► KVOA-TV (4) ABC, NBC; Raymer; 29,443

Yuma†—
► KIVA (11) NBC, DuM; Grant; 19,410

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55

New Starters

The following tv stations are the newest to start regular programming:

WTWO (TV) Bangor, Me. (ch. 2), Sept. 12.

WCMB-TV Harrisburg, Pa. (ch. 27), Sept. 9.

WMVT (TV) Montpelier, Vt. (ch. 3), Sept. 12.

WMBV-TV Marinette, Wis. (ch. 11), Sept. 10.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area...
NOW
400,704
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
► KARK-TV (4) NBC, DuM; Petry; 74,851
KETV (23) 10/30/53-Unknown
► KATV (7) (See Pine Bluff)
Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 67,852
Texarkana—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 72,000
► KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
► KQED (*9)
Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 46,735
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 15,100
Fresno—
KBID-TV Fresno (53). See footnote (d)
► KJEO (47) ABC, CBS; Branham; 123,354
► KMJ-TV (24) CBS, NBC; Raymer; 100,444
KARM, The George Harm Station (12) Initial Decision Aug. 31.
Los Angeles—
► KABC-TV (7) ABC; Petry; 1,882,304
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Katz; 1,882,304
► KHJ-TV (9) DuM; H-R; 1,882,304
► KNBH (4) NBC; NBC Spot Sls.; 1,882,304
► KNXT (2) CBS; CBS Spot Sls.; 1,882,304
KTHE (*28). See footnote (d)
► KTLA (5) Raymer; 1,882,304
► KTTV (11) Blair; 1,882,304
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
► KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 998,260
► KPIX (5) CBS, DuM; Katz; 998,260
► KRON-TV (4) NBC; Free & Peters; 998,260
► KSAN-TV (32) McGillvra; 97,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 73,538
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
► KOVR (13) Blair
► KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 50,074
► KRDO-TV (13) NBC; McGillvra; 20,000
Denver—
► KBTV (9) ABC; Free & Peters; 227,882
► KFEL-TV (2) DuM; Blair; 227,882
► KLZ-TV (7) CBS; Katz; 227,882
► KOA-TV (4) NBC; Petry; 227,882
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
► KFXJ-TV (5) NBC, DuM; Holman; 3,700
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 48,587
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
WGTH-TV (18) DuM; H-R; 10/21/53-9/22/54 (granted STA Sept. 8)
New Britain—
► WKNB-TV (30) CBS; Bolling; 201,892
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 156,000

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
► WNBW (4) NBC; NBC Spot Sls.; 631,000
WOOK-TV (50) 2/24/54-Unknown
► WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
► WTTG (5) DuM; Blair; 612,000

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,580
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 254,700
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 12,000
Pensacola†—
► WEAR-TV (3) ABC, DuM; Hollingbery; 67,500
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 85,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
Tampa Tv Co. (13) 9/2/54-Unknown

COMING IN EARLY OCTOBER—213,000 WATTS ERP

ONLY WTVP LINKS CENTRAL ILLINOIS TO THE CHICAGO AND ST. LOUIS MARKETS WITH *NO DUPLICATION*

We're growing with one of America's fastest-growing areas—increasing power in October from 17,100 watts to 213,000 watts, to provide a solid sales link between the important Chicago and St. Louis markets. Ride in—and cash in—on an interference free, unduplicated signal throughout this important area. 94.4% conversion to UHF. Best studio production facilities for test programs in Central Illinois. Affiliated with ABC and DuMont.

MARKET DATA
(213,000 Watt Coverage)

Population 1,019,609
Households 283,157
UHF Homes 132,707

(Based on April, 1954 Surveys)

Represented by the BOLLING CO.

WTVP *channel 17*
DECATUR, ILLINOIS

West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-Nov. '54
► WIRK-TV (21) ABC, DuM; Weed; 32,500
► WJNO-TV (5) NBC; Meeker

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 395,769
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-Summer '54
► WSB-TV (2) NBC; Petry; 413,235
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 102,600
► WRDW-TV (12) CBS; Headley-Reed; 101,800
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) ABC, NBC; Branham; 34,662
Rome†—
► WROM-TV (9) Weed; 103,514
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 49,052
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 36,430
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 28,900
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-Nov. '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 275,415.
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,696,519
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 1,696,519
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,696,519
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 157,245
► WTVH-TV (19) ABC, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 118,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 214,994
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 554,557 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 60,000
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
Anthony Wayne Bcstg Co. (69) Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) CBS, DuM; Katz; 663,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 58,760
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 121,227
Terre Haute†—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,000
Waterloo† (Fort Wayne)—
WINT (15) CBS; 4/6/53-9/26/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 238,060
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 280,250
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 100,412
Sioux City—
KCTV (36) 10/30/52-Unknown
KTIV (4) NBC; Hollingbery; 1/21/54-9/26/54
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
Waterloo—
► KWWL-TV (7) NBC; Headley-Reed; 124,419

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 144,802
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 64,986
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 365,440
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-11/1/54
► KEDD (16) ABC, NBC; Petry; 101,292
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 53,161
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-11/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Fall '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/28/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 52,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
KPLC-TV (7) Weed; 11/12/53-9/29/54
► KTAG (25) CBS, ABC, DuM; Young; 20,500
Monroe—
KFAZ (43) See footnote (d)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 153,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 91,487
WTLO (20) 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 55,600
Shreveport Tv Co. (12) Initial Decision 6/7/54
See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 78,420
► WTWO (2) Venard
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,332
Poland†—
WMTW (8) ABC, CBS; Harrington, Righter & Parsons; 7/8/53-9/25/54
Portland—
► WCSH-TV (6) NBC; Weed; 124,177
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 45,100

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KEDD's
Local Programs
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MAIL PULL?
AND HOW!

Gene McGehee's FRIDAY NIGHT DANCE PARTY has an average Mail Pull of more than 1,000 pieces every week.

More factual proof that KEDD's local programming is way out in front, in showmanship and production know-how.

"Dance Party" and KEDD's other special features give you the most in home impact and increased sales on a local level

See Petry for National or Regional Participation.

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Represented by Edward Petry & Co., Inc.

KEDD
NBC WICHITA, KANSAS ABC

Highest Antenna in the South — 6,089 Feet Above Sea Level

COVERAGE OUT OF THIS WORLD

WLOS-TV

CHANNEL 13
Asheville, N.C.

The most powerful station in the Southeast* On the Air September 18th!

Serving 204,907 TV Families in an area of 2,058,000 People**

Covering four rich Piedmont states with Effective Buying Income of $2,411,466,000***

*operating at 170,000 watts, 2,850 feet above average terrain (FCC maximum for this altitude).

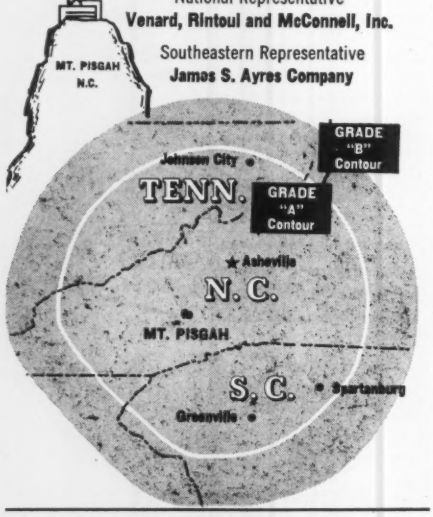
**A.C. Nielsen Co. Report U.S. Television Ownership by Counties as of November 1, 1953 and RTMA set sales figures for Western North Carolina, January through April, 1954.

***Sales Management Survey of Buying Power, May 10, 1954.

WLOS-TV, CHANNEL 13
ASHEVILLE, N.C.

National Representative
Venard, Rintoul and McConnell, Inc.

Southeastern Representative
James S. Ayres Company



FOR THE RECORD

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 555,735
► WBAL-TV (11) NBC; Petry; 555,735
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 555,735
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) Burn-Smith

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) ABC, DuM; Walker; 135,541
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,200,000
WGBH-TV (*2) 7/16/53-10/1/54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,200,000
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 123,000
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 143,000
► WWLP (61) ABC, NBC; Hollingbery; 144,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV(14) ABC, DuM; Raymer; 58,900

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 20,500
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
WBKZ (64) See footnote (d)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 298,793
Cadillac†—
► WWTV (13) CBS, DuM; Weed; 60,914
Detroit—
WCIO-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
Booth Radio & Tv Stations Inc. (50) 9/8/54-Unknown
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 447,464
Peninsular Broadcasting Co. (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
► WILS-TV (54) ABC, DuM; Venard; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 396,102
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Unknown
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 94,349
Duluth† (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 66,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/1/55
► WCCO-TV (4) CBS; Free & Peters; 489,100
► WTCN-TV (11) ABC, DuM; Blair; 477,000
Rochester—
► KROC-TV (10) NBC; Meeker; 75,000
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 489,100
► WMIN-TV (11) ABC, DuM; Blair; 467,000

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 90,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; 10/14/53-Unknown
KGMO-TV (18) 4/16/53-Unknown
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 120,475
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-9/26/54 (granted STA Sept. 7)
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 414,615
► KMBC-TV (9) CBS; Free & Peters; 414,615
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 414,615
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 107,612
St. Louis—
KETC (*9) 5/7/53-9/20/54
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 654,934
KSTM-TV (36) See footnote (d)
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Pearson
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000
Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 14,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 12,000

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 40,346
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 105,572
KUON (12) See footnote (d)
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 248,594
Scottsbluff†—
Frontier Bcstg. Co. (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 15,649
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 240,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 41,500
► KOB-TV (4) NBC; Branham; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,906

NEW YORK

Albany(Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 103,000
► WTRI (35) CBS; Headley-Reed; 101,000
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 294,580
WQTV (*46) 8/14/52-Unknown
Southern Tier Radio Service Inc. (40) Initial Decision 8/24/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-10/1/54
Buffalo—
►WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 412,489. See footnote (a).
►WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
►WGR-TV (2) ABC, NBC, DuM; Headley-Read
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-9/27/54
Elmira—
WECT (18) See footnote (d)
►WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
►WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 12,639
New York—
►WABC-TV (7) ABC; Weed; 4,180,000
►WABD (5) DuM; Avery-Knodel; 4,180,000
►WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
►WNBT (4) NBC; NBC Spot Sls.; 4,180,000
WNYC-TV (31) 5/12/54-Unknown
►WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
►WPIX (11) Free & Peters; 4,180,000
►WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
►WHAM-TV (5) NBC; Hollingbery; 252,000
►WHEC-TV (10) ABC, CBS; Everett-McKinney; 252,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
►WVET-TV (10) ABC, CBS; Bolling; 252,000
Schenectady (Albany, Troy)—
►WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 373,250
Syracuse—
►WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
WHTV (*43) 9/18/52-Unknown
►WSYR-TV (3) NBC; Headley-Reed; 347,000
Utica—
WFRB (19) 7/1/53-Unknown
►WKTV (13) ABC, CBS, NBC, DuM; Cooke; 147,000

NORTH CAROLINA

Asheville†—
►WISE-TV (62) CBS, NBC; Bolling; 30,000
WLOS-TV (13) ABC, DuM; Venard; 12/9/53-9/26/54
Chapel Hill†—
WUNC-TV (*4) 9/30/53-September '54
Charlotte—
►WAYS-TV (36) ABC, NBC, DuM; Bolling; 53,650
►WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 415,313
Durham†—
►WTVD (11) ABC, NBC; Headley-Reed
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
►WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 238,641
Greenville—
►WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
►WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 83,400
Wilmington†—
►WMFD-TV (6) ABC, NBC; Weed; 32,350
WTHT (3) 2/17/54-Unknown
Winston-Salem—
►WSJS-TV (12) NBC; Headley-Reed; 224,064
►WTOB-TV (26) ABC, DuM; H-R; 65,000

NORTH DAKOTA

Bismarck†—
►KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
►KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 25,000
Valley City†—
►KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
►WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
►WICA-TV (15) 20,000
Cincinnati—
►WCET (*48) 2,000
►WCPO-TV (9) ABC, DuM; Branham; 500,000
►WKRC-TV (12) CBS; Katz; 662,236
►WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Oct. '54
Cleveland—
WERE-TV (65) 6/18/53-Unknown
►WEWS (5) CBS; Branham; 1,048,406
WHK-TV (19) 11/25/53-Unknown
►WNBK (3) NBC; NBC Spot Sls.; 1,045,000
►WXEL (8) ABC, CBS, DuM; Katz; 823,629
Columbus—
►WBNS-TV (10) CBS; Blair; 307,000
►WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
►WTVN-TV (6) DuM; Katz; 381,451
Dayton—
►WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
►WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
►WLOK-TV (73) NBC; H-R; 60,881
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
►WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
►WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 288,132
Youngstown—
►WFMJ-TV (21) NBC; Headley-Reed; 138,218
►WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218
Zanesville—
►WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 36,466

OKLAHOMA

Ada†—
►KTEN (10) ABC; Venard; 175,632
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
►KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
►KSWO-TV (7) DuM; Pearson; 52,348
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
KTVX (8) ABC, DuM; Avery-Knodel; 4/7/54-9/18/54 (granted STA Aug. 24)
Oklahoma City—
KETA (*13) 12/2/53-Unknown
►KMPT (19) DuM; Bolling; 98,267
►KTVQ (25) ABC; H-R; 151,224
►KWTV (9) CBS, DuM; Avery-Knodel; 256,102
►WKY-TV (4) ABC, NBC; Katz; 274,445
Tulsa—
►KCEB (23) NBC, DuM; Bolling; 103,095
►KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
►KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 24,000
Medford—
►KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 23,610
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-Unknown
►KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,-964
►KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 181,034
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Fall '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
►WLEV-TV (51) NBC; Meeker; 76,492
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 75,410
Erie—
►WICU (12) ABC, NBC, DuM; Petry; 218,500
WLEU-TV (66) 12/31/53—Unknown
►WSEE (35) CBS; Avery-Knodel; 32,218
Harrisburg—
►WCMB-TV (27) Cooke
►WHP-TV (55) CBS; Bolling; 166,423
►WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
►WARD-TV (56) ABC, CBS, DuM; Weed
►WJAC-TV (6) CBS, NBC, DuM; Katz; 776,372
Lancaster—
►WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
►WLBR-TV (15) Burn-Smith; 193,150
New Castle†—
►WKST-TV (45) ABC, DuM; Everett-McKinney; 139,578
Philadelphia—
►WCAU-TV (10) CBS; CBS Spot Sls; 1,843,213
►WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
►WPTZ (3) NBC; Free & Peters; 1,791,161
Pittsburgh—
►WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
►WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
►WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
►WEEU-TV (33) ABC, NBC; Headley Reed; 95,000

Yes, 1 buy covers 3 markets . . . when you steer that one buy in Pennsylvania toward WJAC-TV, Johnstown. You not only dominate the Johnstown area—you "free-wheel" into the Pittsburgh and Altoona markets, too! Check these Hoopers on WJAC-TV:

FIRST in Johnstown
(a 2-station market)

SECOND in Pittsburgh
(a 3-station market)

FIRST in Altoona
(a 2-station market)

With this kind of proved audience preference—it's easy to see why it makes mighty good sense today to spend your TV dollars on the 1 buy that covers 3 . . .

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Get full details from your KATZ man!

► WHUM-TV (61) CBS; H-R; 219,870
Scranton—
► WARM-TV (16) ABC; Hollingbery; 168,500
► WGBI-TV (22) CBS; Blair; 172,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 171,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 180,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
WSBA-TV (43) ABC; Young; 86,400

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,134,473
► WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 51,000
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 115,137
WUSN-TV (2) NBC, DuM; H-R, 3/25/54-9/25/54
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 58,300
► WIS-TV (10) NBC; Free & Peters; 122,488
► WNOK-TV (67) CBS, DuM; Raymer; 56,000
Florence†—
WBTW (8) CBS; 11/25/53-9/26/54
Greenville—
► WFBC-TV (4) NBC; Weed; 277,632
► WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 83,210

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 91,450
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-Oct. '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 86,980
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 78,-900
Memphis—
► WHBQ-TV (13) CBS; Blair; 291,181
► WMCT (5) ABC, NBC, DuM; Branham; 291,181
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 194,682
► WSM-TV (4) NBC, DuM; Petry; 194,682
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 35,607
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 54,456
► KGNC-TV (4) NBC, DuM; Katz; 54,456
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 85,722
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
Beaumont Bcstg. Corp. (6) 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) NBC; Young; 14,744
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 400,704
► WFAA-TV (8) ABC, NBC, DuM; Petry; 398,000
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 55,491
KELP-TV (13) Forjoe; 3/18/54-Fall '54
► KTSM-TV (9) NBC; Hollingbery; 53,481
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 401,000
Texas State Network (11) Initial Decision 8/23/54
Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 325,000 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 37,880
Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 357,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 24,171
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 59,596
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 59,596
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 37,500
San Angelo—
► KTXL-TV (8) ABC, CBS, NBC, DuM; Venard; 35,000
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell: 5/12/54-11/1/54
► KGBS-TV (5) ABC, CBS, DuM; Katz; 207,658
► WOAI-TV (4) NBC; Petry; 207,658
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 85,112
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124
Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) ABC; Pearson; 12/7/54-Oct. '54
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 43,650
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 40,375
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 71,000
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 165,200
► KTVT (4) NBC; Blair; 165,200
KUTV (2) ABC; Hollingbery; 3/26/53-9/26/54

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS; Weed

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 110,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 86,432
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 329,247
► WTOV-TV (27) ABC, DuM; Forjoe; 112,000
► WVEC-TV (15) See Hampton
Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 462,058
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 267,837

WASHINGTON

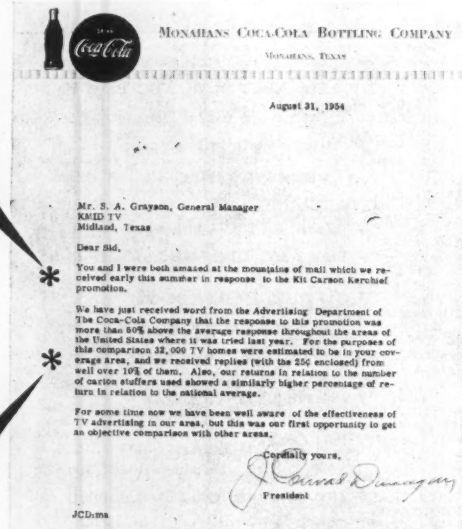
Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 76,146
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 370,100
► KOMO-TV (4) NBC; Hollingbery; 370,100
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 79,567
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 87,027
KREM-TV (2) Bolling; 3/18/54-10/1/54
Tacoma (Seattle)—
► KMO-TV (13) Branham; 370,100
► KTNT-TV (11) CBS, DuM; Weed; 370,100
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 28,337

WEST VIRGINIA

Charleston—
► WKNA-TV (49) ABC; Weed; 42,942
► WCHS-TV (8) CBS, DuM; Branham

"You and I were both amazed at the mountains of mail which we received early this summer in response to the Kit Carson Kerchief promotion.

" . . . the response to this promotion was more than 50% above the average response throughout the areas of the United States where it was tried last year . . . 32,000 TV homes were estimated to be in your coverage area and we received replies (with the 25c enclosed) from well over 10% of them."


Monahans Coca-Cola Bottling Company
Monahans, Texas

August 31, 1954

Mr. S. A. Grayson, General Manager
KMID TV
Midland, Texas

Dear Sid,

You and I were both amazed at the mountains of mail which we received early this summer in response to the Kit Carson Kerchief promotion.

We have just received word from the Advertising Department of The Coca-Cola Company that the response to this promotion was more than 50% above the average response throughout the areas of the United States where it was tried last year. For the purposes of this comparison 32,000 TV homes were estimated to be in your coverage area, and we received replies (with the 25¢ enclosed) from well over 10% of them. Also, our returns in relation to the number of carton stuffers used showed a similarly higher percentage of return in relation to the national average.

For some time now we have been well aware of the effectiveness of TV advertising in our area, but this was our first opportunity to get an objective comparison with other areas.

Cordially yours,

President

JCD:ma

KMID TV Channel 2 Midland-Odessa, Texas

Venard-Rintoul & McConnell National Representatives
Clarke-Brown Co., Dallas Southwestern Representatives
S. A. Grayson General Manager

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
►WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
►WSAZ-TV (3) ABC, NBC, DuM; Katz; 432,250
Greater Huntington Radio Corp. (13) 9/2/54-Unknown
Oak Hill (Beckley)†—
WOAY-TV (4) Weed; 6/2/54-10/1/54
Parkersburg†—
►WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
►WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

Eau Claire†—
►WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
Green Bay—
►WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
►WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown
Madison—
►WHA-TV (*21)
►WKOW-TV (27) CBS; Headley-Reed; 54,000
►WMTV (33) ABC, NBC, DuM; Meeker; 56,500
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
►WMBV-TV (11) NBC; Venard
Milwaukee—
►WCAN-TV (25) CBS; Rosenman; 393,600
►WOKY-TV (19) ABC, DuM; Bolling; 343,057
►WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 686,796
WTVW (12) ABC, DuM; Petry; 6/11/54-10/27/54 (granted STA Sept. 7)
Neenah—
►WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
►WDSM-TV (6) CBS, DuM; Free & Peters; 66,000
►KDAL-TV (3). See Duluth, Minn.
Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) CBS; Meeker; 5/12/54-Fall '54

WYOMING

Cheyenne†—
►KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
►KFIA (2) ABC, CBS; Weed; 12,000
►KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 60,000
►KONA (11) NBC, DuM; NBC Spot Sls; 60,000
►KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
►WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
►WKAQ-TV (2) CBS; Inter-American; 32,000

CANADA

Hamilton, Ont.—
►CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500
Kitchener, Ont.—
►CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 50,000
London, Ont.—
►CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 65,000
Montreal, Que.—
►CBFT (2) CBC French; CBC; 221,216
►CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
►CBOT (4) CBC; CBC; 38,500
Quebec City, Que.—
►CFCM-TV (4) CBC; Hardy; 6,000 estimate
Regina, Sask.†—
►CKCK-TV (2) CBC; All-Canada, Weed; 3,000
St. John, N. B.†—
►CHSJ-TV (4) CBC; All-Canada; 10,000
Sudbury, Ont.†—
►CKSO-TV (5) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 9,102
Toronto, Ont.—
►CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
►CBUT (2) CBC; CBC; 30,000
Winnipeg, Man.†—
►CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
►XEJ-TV (5) National Time Sales; 20,000
Tijuana† (San Diego)—
►XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 398; total cities with stations on air: 267. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 32,588,049.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 331,448 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KSTM-TV St. Louis; KUON (TV) Lincoln, Neb.; WFPG-TV Alantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

UPCOMING

SEPTEMBER

Sept. 19-21: Seventh district, Advertising Federation of America, Biltmore Hotel, Atlanta, Ga.
Sept. 20: Radio-tv advertising workshop, sponsored by Chicago Federated Adv. Club and Women's Adv. Club of Chicago.
Sept. 21: CBC Board of Governors, Chateau Laurier, Ottawa.
Sept. 21-23: RETMA, fall industry conference, Roosevelt Hotel, New York.
Sept. 24: Mid-Atlantic Workshop, Public Relations Society of America, Hotel Statler, Washington.
Sept. 24-26: Midwest Advertising Agency Network, Sheraton Hotel, Chicago.
Sept. 26-28: Tenth district, Advertising Federation of America, San Antonio, Tex.
Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.
Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington.
Sept. 28: New England film directors, Hotel Statler, Boston.
Sept. 28: Chicago Federation of Advertising Club's fall clinic, for eight weeks. Chicago.
Sept. 29-30: National Community Tv Assn., regional meeting, Bellevue Hotel, San Francisco.
Sept. 29-Oct. 2: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.
Sept. 30-Oct. 1: Radio Technical Commission for Aeronautics, fall assembly, Willard Hotel, Washington.
Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.
House, Chicago.

OCTOBER

Oct. 1-2: Radio-tv workshop, Kansas State College, Manhattan.
Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.
Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

SPECIAL LISTING

NARTB District Meetings

Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.
Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.
Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.
Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.
Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.
Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.
Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.
Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.
Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.
Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.
Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.
Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

is on WKBT*

Why Aren't You?

*Milton Berle stars in "The Buick-Berle Show" WKBT, Tuesdays 7:00 PM

NEW TV MARKET

Never before WKBT was the rich La Crosse area reached by TV. Now WKBT offers *unduplicated service* in this vast virgin market of more than a half million people. La Crosse and environs do $100,000,000 worth of business a year—in manufacturing alone. Rail, river, air terminals converge at La Crosse. Sales Management calls it "America's newest metropolitan area." A market worth selling — covered only in television by WKBT.

Buick sponsors Uncle Miltie on WKBT. And other great advertisers are bringing increasingly more network stars before WKBT viewers. It's only natural for the nation's top advertisers to go into the nation's newest and most promising TV territory... La Crosse, covered *exclusively* by WKBT. Here are 34,600 TV homes† ... *never before exposed to television's tremendous selling force!* Imagine the impact of your commercial message on this vast virgin market. Then do something about it. Buy WKBT!

†CBS research

WKBT

CHANNEL 8

Affiliated with 5000 watt WKBH, La Crosse's 32 year old NBC outlet

LA CROSSE WISCONSIN

NBC • CBS • Du Mont

REPRESENTED NATIONALLY BY PAUL A. RAYMER COMPANY, Inc.

George E. Sterling—Historian

GEORGE E. STERLING didn't have to resign from the FCC. He could have stayed until his present term expired in mid-1957, working only as his doctors would allow, or as he saw fit.

But Comr. Sterling elected to resign because he felt it would be unfair to his colleagues to permit them to carry the burden of his work. There is plenty of precedent in government, among independent agencies, and in the courts, where presidentially-appointed officials have taken prolonged leaves for health reasons.

Mr. Sterling, after 31 years of service devoted to his government, has earned his retirement. He could have had far more remunerative employment in the communications field in which he had pioneered. It was this devotion to duty which impelled him to retire now because his doctors would not permit him to carry the full load. We know of no more rigorous work than that on the FCC.

All who know George Sterling—and they are numbered in the thousands inside and out of government—wish him and his family the very best in the years ahead. He is watching his health, and he has shown improvement in these past few weeks. He has many useful years ahead, perhaps in private consulting practice, and possibly in an advisory capacity to his government.

George Sterling physically leaves the FCC Sept. 30. But the name "Sterling" is permanently enscribed in the history of communications of the United States—history which he had an important part in writing.

. . . . And the Chairmanship

MR. STERLING's resignation should break the adminstration silence on the FCC chairmanship, which has languished for months. Morale at the FCC is at low ebb. Rosel H. Hyde, since his initial one-year appointment as chairman expired last April, has served as acting chairman. His achievements without question merit reappointment, but the administration evidently thinks otherwise.

The Sterling successor, it is strongly inferred, will become the new chairman. No matter how able, a newcomer would find it difficult to take over the FCC reins and keep the lines moving. Communications is a highly complex field. It can't be learned overnight. The prudent move would be to continue Mr. Hyde in the chair and decide later whether the new man should move in under the "rotation system" President Eisenhower is said to favor.

Pay-As-You-See Crossroads

THE DRUM-BEATING for pay-as-you-see television is hastening the day of formal consideration by the FCC, and probably by Congress, of this proposed method of providing visual service to the public alongside the traditional "American System" of broadcasting via advertiser sponsorship.

This is probably the most complex—and the most important—new issue confronting the authorities, because it must inevitably evolve into a new determination of our entire philosophy of broadcasting. There already are two applications to authorize home box-office tv pending before the FCC. And there pends in the House a bill by Rep. Carl Hinshaw (R-Calif.) which would label this service a common carrier, subject to rate regulation. The Bricker investigation is almost certain to explore the question because one of the proposals is to authorize paid-programming for uhf only in the hope of stemming the economic tide.

We do not take a for-or-against position now. The case is not in. Only the proponents have had their say, and that has been on the lecture platform, in the public prints, and through the device of lengthy discourses in the *Congressional Record*.

The FCC already has advised the House committee that it does not need legislation to consider the box-office question. It sees the need for competitive services. But, in our view, there is no easy answer to a policy question of this magnitude. What this Commission might decide without an expression from Congress might be totally at odds with what Congress itself might decide, or what a successor FCC might construe to be the appropriate interpretation. The whole philosophy of operation and of regulation is interwoven in the judgment that ultimately must be made. Broadcasting today is not a common carrier. Rate regulation is forbidden. But

Drawn for BROADCASTING • TELECASTING by Sid Hix

"He's just a bit actor from the medical drama in Studio A . . . should we tell her?"

home box-office tv poses an entirely new question—the one raised, for example, by Rep. Hinshaw.

Some lawyers say that no matter what the preliminary determination might be, eventually the reasonableness of charges for home box-office tv will be raised. Since the use of channels is involved, just as railroads, air transportation and other carriers are accorded rights of way, the question of the common carrier concept would arise.

We do not know the answers. We simply underscore the importance of the determinations that ultimately must be made. They could affect the status of broadcast services as free enterprises, should the government seek to make the economic as well as the technical rules.

Of course, there are many other questions to be coped with. Availability of product for home box-office tv is one. Are there enough special events and enough high quality pictures available to sustain proposed competitive services? Would the public pay the price for special features in this new era of $300,000 budgets for single spectaculars (by the American Plan) in color? Would Hollywood producers release their new shows for home service and kill off the already badly-wounded exhibitors?

But all these questions are subsidiary to the policy issue confronting the broadcaster, the advertiser, the agency, and the government itself. It is the regulatory cross-road. One fork could lead to common carrier and all it entails in rate regulation. The other, preservation of the "American System" of free competitive enterprise. Perhaps the problem can be reconciled within the existing regulatory frame-work, and without doing violence to the free estate of today's broadcasting. There's a lot of work to be done before that test can be met.

The Shot Heard Round the Block

THE anniversary of an event of unparalleled importance to the U. S. radio and television system passed virtually unnoticed Sept. 7. The Downtown Manhattan Assn., in conjunction with AT&T, held a ceremony in New York commemorating the 32d anniversary of the first commercial radio broadcast, by WEAF (now WNBC), then owned by the telephone company.

If the several thousand commercial radio and television stations in the U. S. were aware of the celebration, they gave little indication of it. It remained for WNYC-AM-FM New York, municipally owned and non-commercial stations, to broadcast the ceremony.

To be sure, commercials have their critics and some of the criticism may be justified, but the anniversary of the first one should be celebrated, not ignored. Such an anniversary would provide a reason for radio and tv to tell the public what commercial broadcasting is all about and why it provides the world's best broadcasting system.

AN EXPERT SHOW...
because all the stars are experts

HOMEMAKERS' INSTITUTE

Each personality on Homemakers' Institute is an expert in her own field, chosen for this show because she is an expert. This brings talent, knowledge and entertainment to thousands of housewives in the WBAL-TV audience.

Monday thru Friday, 1:30 to 2:30 PM . . . what housewife isn't ready to relax at this hour? It's lunch time . . . the time they sit down for an hour and treat themselves to learning more about everything that interests them most.

Known as the "Women's Magazine of the Air", Homemakers' Institute combines all the factors usually found in several different magazines. It's a 60 minute, fast moving session, divided into three sections; cooking and kitchen demonstrations—news for women, including interviews with famous guests—fashion highlights.

And better yet, Homemakers' Institute is backed by merchandising to help food brokers, appliance distributors and sales representatives.

MARY LANDIS
Cooking Expert
This culinary genius stresses variety in meals. Her famous recipes have been collected on her travels throughout the world.

MOLLIE MARTIN
Homemaking Expert
Inspiring and friendly Mollie brings amazing new interests to all housewives plus most intriguing interviews.

KITTY DIERKEN
Fashion Expert
Interviewing a famous guest or selling a product . . . it's her contagious enthusiasm that makes her so famous.

AL HERNDON
Expert Announcer
Al adds continuity from one set to another . . . keeps the show moving. When he does a commercial, he sells, BUT GOOD!

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